



## SPONSORSHIP

### *Why should my organization become a Sponsor?*

- Sponsors receive visibility on our four websites (IITAP, Gentle Path, SexHelp, and SexHelpWorkshops) which currently average 24,000 hits per month. One of our sponsors noted they received approximately 2,000 click-throughs originating from our websites last year, of which approximately 90% were unique visitors viewing an average of 13 pages.
- IITAP trade magazine advertisements (e.g., Counselor, Addiction Professional, etc.) drive online users to our website, where your organization's banner appears.
- IITAP advertising on other organization's websites (e.g., SASH, NAADAC, etc.) drives online users to our websites, where your organization's banner appears.
- Your organization will receive visibility at more than 20 annual events.
- Your organization's name will appear in IITAP and Gentle Path Press brochures, of which over 5,000 are distributed annually.
- As one of IITAP's sponsors, your organization will be featured in one of our monthly IITAP Reflections Newsletter, which has a circulation of over 4,000.
- Your organization will receive a specified number of free Symposium registrations, depending on the level of sponsorship.
- Your organization will be provided exhibit space at Symposium and training sessions, based on level of sponsorship.
- Your organization will receive discounts on all Gentle Path Press products, depending on the level of sponsorship.



## SPONSORSHIP

### DIAMOND SPONSORS RECEIVE:

**\$50,000.00**

- Recognition at all IITAP events and trainings throughout 2008
- Organization's logo printed on registration bags and materials inserted
- Organization's logo and information displayed throughout IITAP events
- Full-page color ad in IITAP publications
- Eight (8) seats at IITAP Symposium at no charge
- Exhibit space during 2008 Training Modules and IITAP Symposium
- One (1) complete CSAT Training consisting of Module 1, 2, 3 and 4, Pre-Training materials, and Online Coursework (\$5,000 value)
- Speaking opportunities at 2008 IITAP Symposium
- 40% discount on all Gentle Path Publications
- Extra-large, static banner ad on IITAP, Gentle Path Publications, SexHelp, and SexHelpWorkshops websites (\$7,500 value)
- Link from the above websites to your organization's website
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP 2008 publications

### PLATINUM SPONSORS RECEIVE:

**\$25,000.00**

- Recognition at all IITAP events and trainings throughout 2008
- Organization's logo printed on registration bags and materials inserted
- Organization's logo and information displayed throughout IITAP events
- Full-page B&W ad in IITAP publications
- Six (6) seats at IITAP Symposium at no charge
- Exhibit space during 2008 IITAP Symposium and Training Modules.
- One participant's registration for Module 1 (of 4), including Pre-Training Materials and Online Coursework (\$1,500 value)
- 25% discount on all Gentle Path Publications
- Large, static banner ad on IITAP, Gentle Path Publications, SexHelp, and SexHelpWorkshops websites (\$5,000 value)
- Link from the above websites to your organization's website
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP 2008 publications

### GOLD SPONSORS RECEIVE:

**\$10,000.00**

- Recognition at all IITAP events and trainings throughout 2008
- Organization's logo printed on registration bags and materials inserted
- Organization's logo and information displayed throughout events
- ½-page B&W ad in IITAP publications
- Four (4) seats at IITAP Symposium at no charge
- Exhibit space during 2008 IITAP Symposium and Training Modules
- 10% discount on CSAT Training Modules 1 – 4 for one participant
- 15% discount on all Gentle Path Publications
- Small, static banner ad on IITAP, Gentle Path Publications, SexHelp, and SexHelpWorkshops websites (\$3,500 value)
- Link from the above websites to your organization's website
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP 2008 publications



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### SILVER SPONSORS RECEIVE:

**\$7,500.00**

- Recognition at IITAP 2008 Symposium as a Sponsor of one Break
- Organization's materials included in registration bags
- Organization's logo and information displayed at 2008 Symposium and 2 events of your choice
- ¼-page B&W ad in IITAP publications
- Three (3) seats at IITAP 2008 Symposium at no charge
- Exhibit space at 2008 IITAP Symposium
- 10% discount on all Gentle Path Publications
- 35% discount on revolving banner ads on IITAP, Gentle Path Publications, SexHelp, and SexHelpWorkshops websites, with link from the above websites to your organization's website
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP 2008 publications

### COPPER SPONSORS RECEIVE:

**\$5,000.00**

- Recognition at IITAP 2008 Symposium as a Sponsor of one Break
- Organization's materials included in registration bags
- Organization's logo and information displayed at 2008 Symposium and 1 event of your choice
- ¼-page B&W ad in IITAP publications
- Two (2) seats at 2008 IITAP Symposium at no charge
- Exhibit space at 2008 IITAP Symposium
- 10% discount on all Gentle Path Publications
- 25% discount on revolving banner ads on IITAP, Gentle Path Publications and SexHelp.com websites with link from the above websites to your organization's website
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP publications throughout 2008

### BRONZE SPONSORS RECEIVE:

**\$2,500.00**

- Exhibit space at 2008 Symposium
- Organization's materials included in registration bags
- Organization's logo and information displayed at either 2008 Symposium or 1 event of your choice
- ¼-page B&W ad in IITAP publications
- One (1) seat at IITAP Symposium at no charge
- 10% discount on all Gentle Path Publications
- 10% discount on revolving banner ads on IITAP, Gentle Path Publications and SexHelp.com websites
- Link from the above websites to your organization's website
- Link from IITAP Reflections monthly newsletter to your organization's website
- Recognition in all IITAP publications throughout 2008

### WEBSITE BANNERS:

- \$7,500 ~ Extra large
- \$5,000 ~ Large
- \$3,500 ~ Small