

**Sponsorship  
& Marketing  
with the  
North American  
Drama Therapy  
Association**



*41<sup>st</sup> Annual North American Drama Therapy Association Conference*

# **Riding the Wave: The Next Act for Drama Therapy**

**November 5<sup>th</sup> thru 8<sup>th</sup>, 2020**

*A Virtual Conference Experience*

## NADTA's Approach to the 2020 Annual Conference

Since the outbreak of the pandemic, NADTA has been vigilantly monitoring the latest news and information pertaining to COVID-19. We hoped that the world would be moving forward in re-opening with a positive public health response—mitigating the impact of the virus. As we all know from the headlines, sadly this is not the case.

At the forefront of conference planning, NADTA has always had two major goals:

- 1) To ensure the health and safety of our members, sponsors, supporters and staff; and
- 2) To ensure a successful and rewarding event that promotes what we do every day, offers outstanding professional development, provides the latest updates about our association and profession, offers the opportunity to connect, *as well as learn about the services and products out there that support what NADTA members do each and every day.*

**A Full Virtual Conference:** With these goals in mind, the Board of Directors and the Conference Planning Committee has decided that the 41<sup>st</sup> Annual Conference will be a fully virtual conference. The conference will still take place from November 5 – 8, 2020—so plan on taking part from the comfort and safety of your home or office—while you promote your services and products!

***On the following pages, please find information on NADTA 2020 Conference sponsorship, exhibitor and advertising opportunities.***

**NADTA's 41<sup>st</sup>  
Annual  
Conference**

**RIDING THE  
WAVE:  
The Next Act  
for  
Drama  
Therapy**

**A Virtual  
Conference  
Experience**



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)

## What is the North American Drama Therapy Association?

**NADTA's 41<sup>st</sup>  
Annual  
Conference**

**RIDING THE  
WAVE:  
The Next Act  
for  
Drama  
Therapy**

**A Virtual  
Conference  
Experience**



- ▶ The **North American Drama Therapy Association (NADTA)** is the most prestigious association in the field of drama therapy and is dedicated to increasing recognition of the profession across the US and Canada.
- ▶ Founded in 1979, the organization represents practicing drama therapists, students, educators, and related practitioners. Drama therapists are master's-level professionals who hold a degree in drama therapy or a related field.
- ▶ The organization maintains high standards of training that must be met to qualify as a Registered Drama Therapist (RDT).



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)

## Where Do Drama Therapists Work? / Market Reach

**NADTA's 41<sup>st</sup>  
Annual  
Conference**

**RIDING THE  
WAVE:  
The Next Act  
for  
Drama  
Therapy**

**A Virtual  
Conference  
Experience**



Drama therapists are trained to work with people of all ages and impairments in a variety of settings, including:

- Hospitals and medical centers
- Rehabilitation facilities
- Psychiatric and mental health centers
- Residential treatment
- Educational Institutions
- K-12 Schools
- Assisted living facilities
- Community service organizations
- Private practice

You will reach a specialized market of more than 700 members and over 3,400 monthly website visitors including:

- Credentialed & Professional Members
- Mental Health Clinicians
- Educators
- Educational Institutions
- Graduate and undergraduate students
- Researchers
- Counselors
- Related practitioners
- Families & Parents
- Veterans
- Elderly



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)

## NADTA's 41<sup>st</sup> Annual Conference

### RIDING THE WAVE: The Next Act for Drama Therapy

### A Virtual Conference Experience



## Market Reach

Our members and their employees buy a wide range of products and services used by their **hospitals, medical centers, educational institutions, private and group practices, community and civic organizations**, and other related facilities. Products and services most in demand include:

- Educational products & learning aids
- Theater supplies (scarves, masks, puppets, etc.)
- Office and School supplies
- Technology products & A/V equipment
- Insurance and legal services
- Books and CDs
- Parenting resources
- Assessment tools
- Journal and magazine subscriptions
- Memberships in related Associations
- Medical equipment & supplies
- Conference and meeting space
- Travel, Lodging, etc.
- Continuing education opportunities including conferences, workshops & related products



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)

## NADTA's 41<sup>st</sup> Annual Conference

### RIDING THE WAVE: The Next Act for Drama Therapy

### A Virtual Conference Experience



## Sponsorship Opportunities at the 2020 Annual NADTA Conference

The **North American Drama Therapy Association's Annual Conference** is the premier event for drama therapists, clinicians, educators, students, counselors, and professionals from other related fields.

***You can increase your visibility by participating in a variety of opportunities including advertising, sponsorships, and exhibits.***

### Full Conference Sponsorships

#### **The "Anti-Pandemic" Special - \$3,000.00**

Company logo on all conference materials, virtual exhibit booth on website, full page ad in conference program, two conference registrations, public introduction in general session, and attendee contact list provided so you can share your company material or giveaway.

#### **The "Socially Distanced" Special - \$1,750.00**

Company logo on all conference materials, virtual exhibit booth on website, half page ad in conference program, and one conference registration.



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)

# Sponsorship Opportunities at the 2020 Annual NADTA Conference

## Individual Sponsorship Opportunities

### **Virtual Platform Sponsor – \$1,250.00**

Company logo shown at introduction of all sessions, conference program acknowledgement and virtual exhibit booth on website.

### **Virtual Reception/Networking Sponsor – \$1,000.00**

*We have several of these planned.*

Company logo or ad shown at introduction and conclusion of event + introduction at reception.

*Let us know if you have an idea for a fun networking activity...we will work with you on making it a memorable experience!*

### **Break/Switchover Sponsor – \$500.00**

Company logo or ad prominently displayed at end of session prior to break—and then again at beginning of next session. Sponsor can also use the time to run a video or take questions from attendees who are on the live link.

### **Giveaway Sponsor – \$750.00**

A remembrance of the conference experience, featuring both sponsor and NADTA logos; NADTA will work with the sponsor to select the perfect giveaway that will be sent to all attendees. *A great way to enhance the virtual conference experience!*



**NADTA's 41<sup>st</sup>  
Annual  
Conference**

**RIDING THE  
WAVES:  
The Next Act  
for  
Drama  
Therapy**

**A Virtual  
Conference  
Experience**



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)

## Virtual Exhibitor Opportunities at the 2020 Annual NADTA Conference

As we will not be together in-person, NADTA wants to offer the opportunity for virtual exhibiting that will be presented to all conference attendees—and then offered to all our members at the conclusion of the conference.

**NADTA's 41<sup>st</sup>  
Annual  
Conference**

**RIDING THE  
WAVE:  
The Next Act  
for  
Drama  
Therapy**

**A Virtual  
Conference  
Experience**



### Exhibitors

#### Virtual Conference Exhibitor on NADTA Website – \$250.00

This package includes the following:

- Exhibitor presence on dedicated website page.
- Your virtual “table” provides you with room for your company logo, brief description, links to your website or video, contact information.
- Promotion of exhibitors during the conference.
- Following the conference: An e-blast and social media posting will promote virtual exhibitors to all NADTA members and supporters.



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)



# Conference Program Advertisement Rates

**NADTA's 41<sup>st</sup>  
Annual  
Conference**

**RIDING THE  
WAVE:  
The Next Act  
for  
Drama  
Therapy**

**A Virtual  
Conference  
Experience**



Size of Conference Program Ad	Conference Program Member Rates	Conference Program Non-Member
Full Page Inside Front or Back	\$350	\$400
Full Page 7 3/4" wide x 9 3/4" tall	\$250	\$300
Half Page 3 3/4" wide x 9 3/4" tall (vertical)  7 3/4" x 4 3/4" tall (horizontal)	\$125	\$175
Quarter Page 3 3/4" X 4 3/4" tall	\$75	\$125
Business Card 4 7/8 X 1 3/4 tall	\$50	\$75

Everyone at the conference will receive a PDF of the conference program, which they frequently keep going back to—even after the event. The program holds the session descriptions, presenter biographies, schedule, other useful information, and advertisements.

Following the conference, the program will be posted on the NADTA website and shared with all members—adding to its “shelf life”—with greater exposure for your services and products!

Please submit all print-ready (300 dpi) .jpg ads to: [office@nadta.org](mailto:office@nadta.org) by October 19, 2020.

web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)

## Create the Perfect Marketing Package!

Don't see an opportunity or package that works for you? NADTA will work with you and your company to craft the perfect sponsorship or marketing package for you.

**NADTA's 41<sup>st</sup>  
Annual  
Conference**

**RIDING THE  
WAVE:  
The Next Act  
for  
Drama  
Therapy**

***A Virtual  
Conference  
Experience***



### How Do I Sign Up?

- You can register as a Sponsor, Exhibitor or Advertiser and pay with credit card online by going to our website at [www.nadta.org](http://www.nadta.org).
- You can also complete the Annual Conference Marketing Agreement, which was sent along with this presentation, and submit to the NADTA Office at [office@nadta.org](mailto:office@nadta.org) or faxing to: (518) 463-8656.
- All supporters will receive confirmation and follow-up instructions.



web: [www.nadta.org](http://www.nadta.org) | e-mail: [marketing@nadta.org](mailto:marketing@nadta.org)