CAADS STRATEGIC PARTNERSHIPS

Strategic Partner Offerings

Revised November 4, 2026

1. Premier Partner Tier — Three Packages

Package	Core Deliverable	Price/yr	Best Fit For
Regional Retreat - North	Exclusive Sponsor of the Event	$10,000	Partner who wants concentrated, in-person visibility, regional or statewide
Regional Retreat - South	Exclusive Sponsor of the Event	$10,000	Partner who wants concentrated, in-person visibility, regional or statewide
ThirdHouse Sponsor	Exclusive Robust Advocacy Tool Resource Sponsor	$10,000	Partner stakeholder interested in building a market position as a trend-informed voice in the ADS space

2. Pivotal Partner Tier — Two Packages

Package	Core Deliverable	Price/yr	Best Fit For
Board Retreat	Annual Board Retreat Presenting Sponsor	$7,500	Partner focused on relationship depth with CAADS leadership, whose own credibility benefits from being seen as a trusted, long-term name at CAADS
eLearning Presenter	eLearning	$7,500	Partner organization with real subject-matter expertise that it wants members to see and trust over time, whose sales cycle depends on being seen as a trusted educator/expert first — where recognition and credibility do the work of generating interest

3. Community Partner Tier — Three Packages

Package	Core Deliverable	Price/yr	Best Fit For
Innovation Track	Pilot program / beta-testing participation	$5,000	Partners with a new product or service who want structured, real-world testing with member centers
Resource Track	Co-created toolkit or resource	$5,000	Partners whose expertise translates into a practical, reusable tool members will return to
Thought Leadership Track	Joint thought-leadership content	$5,000	Partners with in-house expertise or research who want to build credibility and visibility

Strategic Partner Offering Details

1.1 Premier Partner — Regional Retreat - North ($10,000/year)

Core deliverable: the partner underwrites the event in exchange for being the sole, named sponsor for that year

Additional aligned deliverables*:

- Brand Visibility:
  - Logo and “presented by” recognition on CAADS event marketing materials
  - Partner recognition in the retreat agenda and materials, plus a verbal acknowledgment from the Executive Director or Board President at the retreat’s opening
  - Logo rotation on the CAADS website homepage
  - Named as Regional Retreat – North Partner in that year’s CAADS Annual Report
- Five-minute speaking opportunity at retreat
- Data/Contact Access: early (digital) and on-site (paper) list of registrants
- 30-second recorded commercial video on the CAADS Members Only Cost-Savings Resources webpage
- Demonstration Webinar (max. 60 minutes)
- Exhibit booth and one (1) booth staff at annual Fall Conference
- Standalone branded landing page with optional contact request capability
- Off-Season Spotlight to all CAADS members
- Featured Strategic Partner Listing in CAADS Connect weekly newsletter, linked to landing page on CAADS website

- Level Call Out Strategic Partner Directory Listing on the CAADS website, searchable by service category, linked to landing page on CAADS website
- Full member contact list 2x/year

1.2 Premier Partner — Regional Retreat - South ($10,000/year)

Core deliverable: the partner underwrites the event in exchange for being the sole, named sponsor for that year

Additional aligned deliverables*:

- Brand Visibility:
  - Logo and "presented by" recognition on CAADS event marketing materials
  - Partner recognition in the retreat agenda and materials, plus a verbal acknowledgment from the Executive Director or Board President at the retreat's opening
  - Logo rotation on the CAADS website homepage
  - Named as Regional Retreat – South Partner in that year's CAADS Annual Report
- Five-minute speaking opportunity at retreat
- Data/Contact Access: early (digital) and on-site (paper) list of registrants
- 30-second recorded commercial video on the CAADS Members Only Cost-Savings Resources webpage
- Demonstration Webinar (max. 60 minutes)
- Exhibit booth and one (1) booth staff at annual Fall Conference
- Standalone branded landing page with optional contact request capability
- Off-Season Spotlight to all CAADS members
- Featured Strategic Partner Listing in CAADS Connect weekly newsletter, linked to landing page on CAADS website
- Level Call Out Strategic Partner Directory Listing on the CAADS website, searchable by service category, linked to landing page on CAADS website
- Full member contact list 2x/year

1.3 Premier Partner — ThirdHouse Sponsor ($10,000/year)

Core deliverable: Brand Visibility and Marketing ROI: positioned as the sole sponsor of CAADS's Advocacy platform — The single point of access to all Members-Only benefits and content, namely the CAADS Connect Community Forum and the CAADS Members-Only Portal of resources.

Additional aligned deliverables*:

- Data or market-insight sharing: a partner shares relevant aggregate trend data (e.g., staffing, utilization, cost trends) that strengthens CAADS advocacy materials; CAADS can reciprocate with anonymized, aggregate member survey findings.
- Warm introductions to relevant CAADS member contacts or state agency relationships — positioned as facilitated introductions rather than a guarantee of outcomes.
- 30-second recorded commercial video on the CAADS Members Only Cost-Savings Resources webpage
- Demonstration Webinar (max. 60 minutes)
- Exhibit booth and one (1) booth staff at annual Fall Conference
- Standalone branded landing page with optional contact request capability

- Off-Season Spotlight to all CAADS members
- Featured Strategic Partner Listing in CAADS Connect weekly newsletter, linked to landing page on CAADS website
- Level Call Out Strategic Partner Directory Listing on the CAADS website, searchable by service category
- Logo rotation on the CAADS website homepage
- Full member contact list 2x/year

2.1 Pivotal Partner — Annual Board Retreat Sponsor ($7,500/year)

Core deliverable: the partner underwrites the CAADS Board of Directors' Annual Retreat costs (venue, catering, materials) in exchange for named sponsor recognition, including an invitation to the Board Retreat Dinner. This does not convey active involvement during the retreat proceedings.

Additional aligned deliverables*:

- Coverage of retreat costs (i.e., venue, catering, materials).
- Exclusive Access: Invitation to Attend the Board Retreat Dinner
- Sponsor recognition in the retreat agenda and materials, plus a verbal acknowledgment from the Executive Director or Board President at the retreat's opening.
- Named as Board Retreat Sponsor in that year's CAADS Annual Report and in the Board's published retreat summary/minutes.
- A brief written or recorded welcome message from the sponsor shared with the Board at the retreat's opening — an acknowledgment, not a seat at the strategic discussion
- Year-long recognition as Board Retreat Sponsor on the CAADS Strategic Partner webpage.
- 30-second recorded commercial video on the CAADS Members Only Cost-Savings Resources webpage
- Demonstration Webinar (max. 60 minutes)
- Standalone branded landing page with optional contact request capability
- Featured Listing in CAADS Connect weekly newsletter
- Level Call Out Strategic Partner Directory Listing on the CAADS website, searchable by service category.
- Logo rotation on the CAADS website homepage
- Full member contact list 2x/year

2.2 Pivotal Partner — eLearning Presenter ($7,500/year)

Core deliverable: Brand Visibility and Marketing ROI: positioned as a solution provider and thought leader for education and expertise as a presenting partner across the majority of CAADS's eLearning programming — webinars, online peer exchange sessions, and CAADS Office Hours/Updates — covering select webinar speakers within that programming, in exchange for exclusive, sole-sponsor recognition across the full slate.

Additional aligned deliverables*:

- Logo and "presented by" recognition on CAADS webinar marketing materials and on the recorded webinar posting.
- Sponsor recognition (name/logo) for every session under the eLearning umbrella with eLearning Administrator's use on ZOOM and the CAADS Connect calendar listing.

- One eLearning-tied content contribution per year — an informative and/or technical webinar that is not a product demonstration, subject to CAADS instructional review before it's published. (max. 60 minutes)
- Year-long recognition as eLearning Presenter on the CAADS Strategic Partner webpage.
- 30-second recorded commercial video on the CAADS Members Only Cost-Savings Resources webpage
- Demonstration Webinar (max. 60 minutes)
- Standalone branded landing page with optional contact request capability
- Featured Listing in CAADS Connect weekly newsletter
- Level Call Out Strategic Partner Directory Listing on the CAADS website, searchable by service category.
- Logo rotation on the CAADS website homepage
- Full member contact list 2x/year

3.1 Community Partner — Innovation Track ($5,000/year)

Core deliverable: Marketing ROI: positioned as a solution provider through pilot program or beta-testing participation — CAADS recruits a cohort of member centers to test the partner's new product, service, or care-model innovation and collects structured feedback over an agreed period (e.g., one quarter).

Additional aligned deliverables*:

- Feedback & Insights Report — a written summary of pilot findings compiled by CAADS for the partner's internal use (product development, case studies, sales enablement).
- Member Advisory Access — one seated session per year with a small CAADS member advisory panel for input on features or rollout, before or during the pilot.
- Quarterly Newsletter Spotlight (250–300 words) in CAADS Connect announcing the pilot and/or sharing results.
- Facilitated Introductions to member centers interested in participating in the pilot or adopting the product afterward (facilitated, not guaranteed).
- Brand Visibility: Strategic Partner Directory Listing on the CAADS website, searchable by service category.

3.2 Community Partner — Resource Track ($5,000/year)

Core deliverable: Brand Visibility and Marketing ROI: positioned as a solution provider for education and expertise with a co-created toolkit or resource — CAADS and the partner jointly develop one practical resource for members each year (for example, a compliance checklist, onboarding guide, staffing template, or cost-savings guide) that carries both CAADS's and the partner's names.

Additional aligned deliverables*:

- Featured Distribution of the toolkit through CAADS Connect and the Members Only resource area, with the partner's recognition/logo on the resource itself.
- Off-Season Spotlight Email announcing the toolkit's release during the non-conference part of the year — a separate touchpoint from any other CAADS event.
- Referral & Lead-Sharing Framework for members who engage with the toolkit and want follow-up from the partner.
- Additional Brand Visibility: Strategic Partner Directory Listing on the CAADS website, searchable by service category.

3.3 Community Partner — Thought Leadership Track ($5,000/year)

Core deliverable: Positioned as thought leaders through joint content—one short white paper or case study and two co-authored blog posts per year with CAADS on a trend affecting ADS providers (i.e., center staff, technology/EVV, regulatory change, operational impact), reviewed and approved by CAADS staff before publication.

Additional aligned deliverables*:

- Quarterly Newsletter Spotlight (250–300 words) in CAADS Connect.
- Co-Presented Webinar — a defined speaking or content segment within one existing CAADS webinar (not a full co-branded event).
- Shared Promotional Push across CAADS email, social, and web channels tied to the content's release, subject to CAADS review and approval.
- Brand Visibility: Strategic Partner Directory Listing on the CAADS website, searchable by service category.

***All materials are subject to CAADS approval.**