



# GEORGIA ASSOCIATION OF COMMUNITY SERVICE BOARDS

## 2026-27 STRATEGIC PARTNERSHIP PROGRAM

*Advancing Behavioral Health Through Strategic Collaboration*

**The Georgia Association of Community Service Boards (GACSB) Strategic Partnership Program** is designed to foster meaningful, year-round collaboration between Community Service Boards and organizations committed to strengthening Georgia's public behavioral healthcare system. Strategic Partners gain unparalleled access to executive leadership, educational opportunities, advocacy initiatives, and statewide networking while supporting GACSB's mission to advance behavioral health, developmental disability, and substance use services throughout Georgia.

### 2026-27 Strategic Partnership Levels & Benefits

| Benefits                                            | Presenting Corporate Partner   | Presenting Public Sector Partner | Platinum Strategic Partner | Gold Strategic Partner | Silver Strategic Partner |
|-----------------------------------------------------|--------------------------------|----------------------------------|----------------------------|------------------------|--------------------------|
| Annual Investment                                   | \$40,000                       | \$30,000                         | \$17,500                   | \$10,000               | \$5,000                  |
| Conference Program Sponsor                          | ✓                              | ✓                                |                            |                        |                          |
| Recognition Within Conference Program               | ✓                              | ✓                                | ✓                          | ✓                      | ✓                        |
| Dedicated Advertisement Space in Conference Program | Full Page Premium Inside Cover | Full Page Premium Inside Cover   | Half Page Color            | Quarter Page Color     | Logo                     |
| Sponsor of Conference Breakfasts                    |                                |                                  | ✓                          |                        |                          |
| Sponsor of Conference Luncheons                     |                                |                                  |                            | ✓                      |                          |
| Sponsor of Conference Refreshment Breaks            |                                |                                  |                            |                        | ✓                        |
| Sponsor of President's Vendor Reception             | ✓                              | ✓                                |                            |                        |                          |
| Complimentary Conference Registrations              | 6                              | 6                                | 4                          | 2                      | 1                        |
| Access to Conference Attendee Information           | Full Contact Details           | Full Contact Details             | Full Contact Details       | Name & Organization    | Organization Only        |
| Opportunity for Presentation at Board Meeting       | 4                              | 4                                | 2                          |                        |                          |
| CEO Coffee/Tea Break Presentations                  | 4                              | 4                                | 3                          | 2                      | 1                        |
| Committee & Focus Group Presentations               | 4                              | 4                                | 3                          | 2                      | 1                        |
| Educational Webinar Sponsorship Opportunities       | 2                              | 2                                | 1                          | 1                      |                          |
| Featured Strategic Partner Spotlight                | Quarterly                      | Quarterly                        | Annual                     |                        |                          |

|                                                             |                       |                       |                       |                    |         |
|-------------------------------------------------------------|-----------------------|-----------------------|-----------------------|--------------------|---------|
| Annual Strategic Planning Discussion with GACSB Leadership  | ✓                     | ✓                     | ✓                     |                    |         |
| Opportunity to Present Emerging Industry Trends & Solutions | ✓                     | ✓                     | ✓                     | ✓                  |         |
| Digital Strategic Partner Profile                           | Full Page (500 Words) | Full Page (500 Words) | Half Page (250 Words) | Logo & Description | Logo    |
| Recognition on GACSB Website                                | ✓                     | ✓                     | ✓                     | ✓                  | ✓       |
| Rotating Website Banner Ad Linked to Company Website        | ✓                     | ✓                     | ✓                     | ✓                  |         |
| Social Media Promotions                                     | 12                    | 12                    | 8                     | 4                  | 2       |
| Distribution of Promotional Materials                       | 4                     | 4                     | 3                     | 2                  | 1       |
| Inclusion in Strategic Partner Directory                    | ✓                     | ✓                     | ✓                     | ✓                  | ✓       |
| Featured Resource in Online Resource Library                | ✓                     | ✓                     | ✓                     |                    |         |
| Workforce Development Champion Recognition                  | ✓                     | ✓                     | ✓                     |                    |         |
| Legislative Advocacy Champion Recognition                   | ✓                     | ✓                     | ✓                     |                    |         |
| Leadership Development Champion Recognition                 | ✓                     | ✓                     | ✓                     | ✓                  |         |
| Data & Innovation Champion Recognition                      | ✓                     | ✓                     | ✓                     | ✓                  |         |
| Annual Partnership Impact Report                            | Customized            | Customized            | Standard              | Standard           | Summary |

## Strategic Partner Plus – Revenue Share Partnership Opportunities

**GACSB recognizes that some partnerships extend beyond sponsorship and create measurable value for Community Service Boards.** Strategic Partners may participate in approved revenue-sharing opportunities that support member services and generate sustainable non-dues revenue for the Association.

- Workforce Recruitment Platforms
- Employee Benefits Programs
- Leadership Development Programs
- Educational and Certification Programs
- Technology and EHR Solutions
- Data Analytics Platforms
- Revenue Cycle Management Services
- Compliance and Risk Management Solutions
- Purchasing Cooperatives
- Insurance Programs
- Consulting Services

## Revenue Share Models



**Percentage of Revenue:** 5%–15% of net revenue generated through participating member organizations.

**Educational Revenue Share:** Shared registration revenue from webinars, training programs, and certification courses.

**Per User/Organization Model:** Fixed fee per participating CSB or individual user.

**Affinity Program Model:** Administrative fee paid to GACSB for endorsed member benefit programs.

## Initiative Championship Opportunities

- **Workforce Development Champion:** Supports recruitment, retention, succession planning, and leadership development initiatives.
- **Legislative Advocacy & Hill Day Champion:** Supports advocacy efforts, legislative engagement, and public policy initiatives.
- **Leadership Development Champion:** Supports executive education, emerging leaders programming, and governance training.
- **Spring Fling Champion:** Supports statewide self-advocacy and peer engagement programming.
- **Data & Innovation Champion:** Supports technology advancement, analytics initiatives, and operational excellence.
- **Annual Leadership Conference Champion:** Provides enhanced support for GACSB's premier educational and networking event.

## Multi-Year Commitment Options

| Commitment         | Benefit                                                 |
|--------------------|---------------------------------------------------------|
| 1-Year Partnership | Standard Benefits                                       |
| 2-Year Partnership | Locked Pricing                                          |
| 3-Year Partnership | Founding Strategic Partner Designation + Locked Pricing |



## Become a Strategic Partner

**Strategic Partners help advance the mission of Georgia's Community Service Boards** while gaining meaningful access to executive leadership, educational opportunities, statewide networking, and thought leadership engagement. Together, we are strengthening behavioral healthcare services and improving outcomes for individuals, families, and communities across Georgia.

### ***Organization Information***

Organization: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

### **Partnership Level**

- ☐ Presenting Corporate Partner (\$40,000)
- ☐ Presenting Public Sector Partner (\$30,000)
- ☐ Platinum Strategic Partner (\$17,500)
- ☐ Gold Strategic Partner (\$10,000)
- ☐ Silver Strategic Partner (\$5,000)

### **Commitment Term**

- ☐ One Year
- ☐ Two Years (Locked Pricing)
- ☐ Three Years (Founding Strategic Partner Designation + Locked Pricing)

### **Initiative Champion Interest (Optional)**

- ☐ Workforce Development
- ☐ Legislative Advocacy & Hill Day



☐ Leadership Development

☐ Spring Fling

☐ Data & Innovation

☐ Annual Leadership Conference

**Strategic Partner Plus Interest**

☐ We are interested in exploring Revenue Share opportunities.

**Authorization**

Authorized Representative: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_