

MULTIPLE PATHWAYS OF RECOVERY CONFERENCE:

CCAR PARTNERSHIP OVERVIEW

INTRODUCTION:

The Connecticut Community for Addiction Recovery (CCAR) is pleased to submit this proposal for the planning and execution of the Multiple Pathways of Recovery Conference (MPRC) in 2026. As a national leader in recovery-focused events, CCAR brings extensive experience, a well-established conference model, and a broad-reaching network to ensure a highly successful and impactful event. This collaboration allows YOUR ORGANIZATION to benefit from CCAR's proven expertise while maintaining full ownership of event revenue and sponsorships.

By leveraging CCAR's branding, marketing reach, and logistical framework, YOUR ORGANIZATION will have access to a turnkey conference experience that strengthens community engagement, elevates YOUR ORGANIZATION's visibility, and increases revenue potential.

SCOPE OF SERVICES:

CCAR will provide comprehensive event planning and execution services, ensuring that YOUR ORGANIZATION benefits from a professionally managed, nationally recognized conference. These services include but are not limited to:

1. Branding, Marketing & Outreach

- Full access to MPRC branding, website, and registration platforms
- Use of CCAR's Call for Proposals system and webpage for speaker/session submissions
- Creation and execution of a marketing strategy leveraging CCAR's digital and social media reach
- Integration of YOUR ORGANIZATION's local recovery network to maximize engagement and attendance
- Use of CCAR's mobile app to track attendee engagement, collect real-time feedback, and provide measurable outcomes

2. Event Logistics & Staffing

- Five CCAR staff members to provide on-site support, including:
- Event registration and check-in management
- Day-of setup and logistics coordination
- Acting as expert panelists for the third keynote session
- Coordination of Continuing Education Credits (CEUs) and certificate issuance
- On-site accessibility planning to ensure an inclusive and welcoming experience for all attendees

3. Sponsorship & Financial Strategy

- Use of CCAR's sponsorship model, with flexibility for YOUR ORGANIZATION to modify as needed
- Implementation of CCAR's financial snapshot tool to determine a profitable per-person pricing model
- Full financial transparency, with detailed reporting on expenses and revenue sources
- YOUR ORGANIZATION retains all event revenue, ensuring financial benefit and future sustainability

4. Production & Media Support

- Access to CCAR's in-house video production team for post-event content creation
- A media kit template to support event promotions
- Coordination of stage signage and promotional material

5. 5. Venue & Vendor Collaboration

- CCAR will collaborate with YOUR ORGANIZATION on all planning aspects while allowing YOUR ORGANIZATION to make final decisions
- YOUR ORGANIZATION will manage the hotel master invoice, covering:
- Venue rental, Food & Beverage, Audiovisual needs
- Staff accommodations and travel
- Any hotel attrition fees if applicable

VALUE OF SERVICES:

The following outlines the financial investment associated with CCAR's event planning support based on fair market pricing and national averages:

Value of CCAR Services:

SERVICE	ITEM	COST
Event Planning & Platform Management		\$18,300
	Event Planner Services	\$1,750 Per Week (8wks 280hr Minimum)
	Mobile App Services	\$4,300 Annual Contract (1 yr Minimum)
Travel & Accommodations	CCAR Staff to run/participate in the event	\$4,500
Promotional Swag	Branded Signage, Swag Bags, Lanyards	\$3,000
Speaker Fees	Fees for notable keynote speaker(s)	\$3,000
TOTAL INVESTMENT	\$28, 800	

BENEFITS TO YOUR ORGANIZATION:

- Proven Success – Leverage CCAR's national reputation, established processes, and experience in executing high-quality events
- Turnkey Event Execution – Gain access to a fully developed conference structure without needing to build it from scratch
- Maximized Reach & Attendance – Utilize CCAR's extensive network, marketing channels, and YOUR ORGANIZATION's local influence to ensure a highly attended event
- Revenue Retention – YOUR ORGANIZATION keeps all event revenue, maximizing its financial benefit
- Expert-Led Programming – Access to CCAR staff expertise, a high-profile keynote speaker, and a structured, evidence-based approach to content planning
- Cost-Effective & Efficient – Reduce administrative burdens and costs using CCAR's event management tools, mobile app, and marketing resources
- Measurable Outcomes – Utilization of CCAR's mobile app to track engagement, assess impact, and generate post-event reports for sponsors and stakeholders

AGREEMENT & SIGNATURES:

CCAR Representative Name & Title:

Date of Signature:

CCAR Signature:

YOUR ORGANIZATION Representative Name & Title:

Date of Signature:

YOUR ORGANIZATION Signature: