



CIT International Conference

August 10-12, 2026
Orlando, Florida

SPONSORSHIP PROSPECTUS

The background of the entire page is a photograph of a city skyline at sunset. The sky is a mix of orange, pink, and blue. Several tall buildings are visible, with their lights reflecting on the water in the foreground. A large, modern, cylindrical building is prominent on the right side. The water is calm, creating clear reflections of the buildings and the sky.

CIT: Where Crisis Meets Compassion



Crisis Intervention Team (CIT) Program: A Community Partnership for Mental Health Crisis Response

What is CIT?

The Crisis Intervention Team (CIT) program is a comprehensive community partnership that transforms how communities respond to mental health and substance use disorder crises. Rather than simply being a police training program, CIT represents a collaborative approach that brings together law enforcement, behavioral health professionals, individuals with lived experience of mental illness and substance use disorder, their families, and community stakeholders to create more effective, compassionate crisis response systems.

The CIT model, known as the “Memphis Model,” was pioneered in 1988 following a tragic incident in Memphis, Tennessee. What began as a local innovation has since spread throughout the United States and internationally, demonstrating its effectiveness across diverse communities and cultures.

CIT creates a structured forum for ongoing problem-solving regarding interactions between criminal justice and mental health systems. By adhering to best practice standards defined by CIT International through research and experience, communities can build programs that endure and evolve to meet changing needs.

The strength of CIT lies not in any single component, but in its comprehensive approach to system reform. Communities that embrace the full CIT model—including training, system improvements, advocacy, and partnership development—create lasting foundations for supporting their most vulnerable residents while building more effective, humane crisis response capabilities that benefit the entire community.

Contents

A Community Partnership for Mental Health Crisis Response	2
Welcome to Partnership Opportunities	5
Sponsorship Opportunities	6
À La Carte Sponsorship Opportunities	8
Additional À La Carte Options	9
CIT International Conference Exhibitor Opportunities	11
CIT International	12





Welcome to Partnership Opportunities

2026 CIT International Conference



Dear Valued Partner,

We are thrilled to invite you to join us as a sponsor for the 2026 CIT International Conference, taking place August 10–12, 2026, in the vibrant city of Orlando, Florida. This year's theme, "CIT: Where Crisis Meets Compassion," reflects our commitment to exploring how Crisis Intervention Teams can

bridge the gap between crisis and human-centered care.

Why Orlando? Why Now?

Orlando provides the perfect backdrop for our international gathering—a city that understands both the magic of bringing people together and the importance of community resilience. As we convene professionals from around the globe, we'll explore how compassionate intervention can transform crisis response and create lasting positive impact in our communities.

The Power of Partnership

The CIT International Conference has become the premier gathering for crisis intervention professionals, bringing together:

- Behavioral health professionals
- Law enforcement officers and first responders
- Healthcare providers and emergency personnel
- Community leaders and advocacy organizations
- Researchers and educators advancing the field

Your sponsorship doesn't just support an event—it champions a movement toward more compassionate, effective crisis response that saves lives and strengthens communities worldwide.

Your Impact, Amplified

As our sponsor, you'll be connecting with decision-makers, influencers, and practitioners who are shaping the future of crisis intervention. Your organization will gain visibility among professionals who value innovation, compassion, and excellence—qualities that likely align with your own mission and values.

This prospectus outlines the various partnership opportunities available, each designed to maximize your investment while supporting our shared commitment to advancing crisis intervention practices. From networking opportunities to thought leadership platforms, we've crafted sponsorship packages that deliver measurable value while furthering this critical work.

Join Us in Making a Difference

Together, we can ensure that when crisis strikes, compassion prevails. We invite you to be part of a conference that doesn't just educate and inform but actively works to save lives and strengthen the fabric of our communities.

Thank you for considering a partnership with the 2026 CIT International Conference. We look forward to collaborating with you to make this year's event our most impactful yet.

Ready to explore how your organization can make a difference? Please review the sponsorship and exhibitor opportunities detailed in this prospectus, and don't hesitate to contact us with any questions or to discuss customized partnership options.

Thank you,
Bart Oates
Executive Director
CIT International

Sponsorship Opportunities

	Premium (Title) Sponsor - \$25,000 (Exclusive - Limited To 1)	Platinum Partners - \$15,000 (Limited To 3)
Recognition & Branding	<p>"2026 CIT International Conference - Presented by [Your Organization]"</p> <ul style="list-style-type: none"> Conference officially named with your organization Exclusive "Presenting Sponsor" logo on all Conference signage and materials Company logo integrated into official Conference branding Prominent logo placement at all General Sessions Recognition at all General Sessions 2 Branded Conference welcome banners to be displayed at prominent locations 	<ul style="list-style-type: none"> "Platinum Partner" designation across all Conference signage and materials Recognition during all General Sessions Recognition as co-sponsor of a major conference element Branded signage at registration and networking areas
Speaking & Content Opportunities	<ul style="list-style-type: none"> 5-minute opening ceremony keynote address Opportunity to provide video message of 1 minute to be shown at the General Sessions Recognition during all meal functions and breaks 	<ul style="list-style-type: none"> Co-sponsorship of one General Session with introduction privileges 2-minute speaking opportunity during sponsored session 30 Second promotional video shown during sponsored General Session
Hospitality & Access	<ul style="list-style-type: none"> 10 complimentary full Conference registrations 4 Tickets to Leadership Dinner (Saturday, August 8th) Private meeting space for sponsor to use throughout the Conference Reserved seating table at all General Sessions (up to 10 people) 	<ul style="list-style-type: none"> 6 complimentary full Conference registrations Reserved booth location selection (second tier after Title Sponsor)
Exhibition & Marketing	<ul style="list-style-type: none"> Complimentary 10 x 10 exhibit booth in premium location Attendee contact list provided 2 weeks before Conference, 1 week before Conference and at Conference completion Custom email blast to full attendee database (content approved by CITI) Complimentary Virtual Exhibit Booth 	<ul style="list-style-type: none"> Complimentary 10 x 10 exhibit booth with preferred location Attendee contact list provided 1 week before Conference and at Conference completion Featured placement on the Conference website and mobile app Logo inclusion in all email marketing campaigns Banner advertisement on the mobile app Complimentary Virtual Exhibit Booth
Digital & Technology Integration	<ul style="list-style-type: none"> Splash Screen Advertisement on the Conference App Prominent logo placement on the Conference mobile app home screen Prominent logo placement on the Conference landing page Custom push notification capability (2 messages during conference) Social media partnership campaign across CITI platforms Banner Advertisement on Conference App 	

Ready to be a Sponsor?

Contact us today at
conference@citinternational.org
 to get started or for any questions.

	Gold Partners - \$7,500 (Limited To 6)	Silver Partners - \$5,000 (Limited To 10)	Bronze Supporters - \$2,500 (Unlimited)
Recognition & Branding	<ul style="list-style-type: none"> • "Gold Partner" designation on Conference signage and materials • Recognition at all General Sessions 	<ul style="list-style-type: none"> • "Silver Partner" recognition on Conference signage and materials • Recognition at all General Sessions 	<ul style="list-style-type: none"> • "Bronze Supporter" recognition on Conference signage and materials • Recognition at all General Sessions
Hospitality & Access	<ul style="list-style-type: none"> • 4 complimentary full Conference registrations • Priority exhibit booth location selection (after Premium and Platinum have selected locations) 	<ul style="list-style-type: none"> • 2 complimentary full conference registrations • Standard exhibit booth assignment (After Premium, Platinum and Gold have selected locations) 	<ul style="list-style-type: none"> • 1 complimentary full Conference registration • Standard exhibit booth assignment (After Premium, Platinum Gold and Silver have selected locations)
Exhibition & Marketing	<ul style="list-style-type: none"> • Complimentary 10x10 exhibit booth • Attendee contact list provided 1 week before Conference and at Conference completion • Logo placement on Conference website and mobile app • Mobile app banner advertisement • Inclusion in Conference registration emails • Complimentary Virtual Exhibit Booth 	<ul style="list-style-type: none"> • Complimentary 10x10 exhibit booth • Attendee contact list provided after Conference • Logo placement on Conference website and mobile app • Logo inclusion in registration confirmation emails • Complimentary Virtual Exhibit Booth 	<ul style="list-style-type: none"> • Complimentary 10x10 exhibit booth • Attendee contact list provided after Conference • Logo placement on Conference website and mobile app • Logo inclusion in registration confirmation emails • Complimentary Virtual Exhibit Booth



À La Carte Sponsorship Opportunities

Available as add-ons to any tier or as standalone sponsorships

<p>Conference Bag Sponsorship - \$8,000</p> <p>Exclusive Opportunity – Only One Available</p> <p>Note: This option is only available if two organizations have not claimed shared sponsorship of the conference bags.</p>	<p>Shared Conference Bag Sponsorship - \$5,000 (Limit 2)</p> <p>Note: This option is only available if an organization has not claimed exclusive sponsorship of the conference bags.</p>	<p>Conference Lanyard Sponsorship - \$6,000</p> <p>Exclusive Opportunity – Only One Available</p>
<p>What's Included:</p> <ul style="list-style-type: none"> • Your logo prominently displayed on all 1,500 plus Conference bags • Custom bag design consultation and part of approval process • High-quality, reusable tote bags that attendees will use long after Conference • Photo opportunities during bag distribution • Recognition in mobile app as "Official Conference Bag Sponsor" • Social media features showcasing your branded bags • Opportunity to include one promotional item inside each bag • 2 complimentary full Conference registrations 	<p>What's Included:</p> <ul style="list-style-type: none"> • Your logo prominently displayed on all 1,500 plus Conference bags • Custom bag design consultation and part of approval process • High-quality, reusable tote bags that attendees will use long after the Conference • Photo opportunities during bag distribution • Recognition in the mobile app as "Official Conference Bag Sponsor" • Social media features showcasing your branded bags • Opportunity to include one promotional item inside each bag • 1 complimentary full Conference registration per Partner 	<p>What's Included:</p> <ul style="list-style-type: none"> • Your company logo printed in two locations on all 1,500+ conference lanyards • Custom lanyard design in your brand colors • Logo design and production oversight • Recognition as "Official Lanyard Sponsor" in all materials • Mobile app recognition and sponsor spotlight • Photo documentation of branded lanyards in use
<p>Visibility Impact:</p> <ul style="list-style-type: none"> • Every conference attendee receives and carries your branded bag • Bags used throughout the 3-day Conference for materials collection • Extended brand exposure as attendees travel home bags • Professional networking tool as attendees use bags post-Conference 	<p>Visibility Impact:</p> <ul style="list-style-type: none"> • Continuous brand exposure as every attendee wears the lanyard for entire Conference • Professional identification tool that connects attendees with your brand • High-visibility placement at chest level during all Conference activities • Networking conversation starter as attendees notice the quality branded lanyards • Extended use potential if lanyards are retained for other professional events 	<p>Ready to be a Sponsor?</p> <p>Contact us today at conference@citinternational.org to get started or for any questions.</p>

Additional À La Carte Options

Mobile App Splash Screen - \$5,000 **(if no premium sponsor by July 1, 2026)**

- Your logo on the Conference app opening screen for duration of Conference and for 30 days post Conference
- Custom welcome message capability
- Usage analytics provided post-Conference

Conference Wi-Fi Sponsorship - \$4,500

- Custom Wi-Fi network name featuring your organization
- Branded login page with your messaging

Coffee Break Sponsorship - \$4,000 each

- Afternoon, or networking break sponsorship
- Branded signage at all refreshment stations
- Push Notification on App recognizing sponsor
- 2 sponsored breaks available per day

Notebook & Pen Set - \$5,500

- Custom branded notebooks and pens for all attendees
- Logo design and production oversight
- Distributed in conference bags or at registration

Hotel Key Card Sponsorship - \$9,500

- Branding on room key cards at conference hotel
- Estimated 4,000+ room nights = 12,000+ impressions
- Design consultation and production management

Exclusive Benefits For Early Commitments **Sign by December 31, 2025:**

- 10% discount on total sponsorship investment
- First choice of booth locations within your Sponsorship tier
- Priority selection of à la carte opportunities





CIT International Conference Exhibitor Opportunities

Not ready for all the incredible benefits of being a Conference sponsor but still want to be involved?

Why not be an Exhibitor?

Exhibitor Rates

Regular: \$ 1,000

Non-Profits: \$ 700

What's Included

Your exhibitor package comes with:

- 10' x 10' Exhibit Booth with draped back wall and sides
- 8' Table
- 2 Chairs
- Virtual Exhibit Booth[#]
- 2 Exhibitor passes*
- Complimentary Lead Retrieval System

*Exhibit passes allow exhibitors into Conference space to staff their exhibit table as well as attend Conference workshops and General Sessions. Please note that meals and the Networking Event are not included but can be purchased separately.

[#] Virtual exhibit booths are accessible on the Conference App and allow you to use your company's branding, upload documents and videos, and provide more visibility for your company. CIT International incentivizes this virtual add-on by rewarding attendees when they visit your virtual booth.

Optional Add-Ons

Enhance your exhibitor experience with these optional upgrades:

Meals/Networking Event - \$350

This add-on covers all meals, all coffee breaks, and the always popular Networking Event, allowing you to maximize your networking opportunities throughout the Conference.

Premier Placement on Conference App - \$750

Your company logo will be displayed prominently on the main screen of the Conference App, ensuring maximum visibility throughout the event.

Attendee Email List

You will receive a listing of all conference attendees (who have opted in), their email address, organization and State.

- One week prior to the Conference and post-Conference \$1,000
- Post Conference Only \$750

Ready to exhibit?

Contact us today at conference@citinternational.org to get started or for any questions.

CIT International

CIT International is the organizational body that supports and promotes the Crisis Intervention Team model globally. Founded to standardize and expand CIT programs, the organization serves as a resource hub for communities wanting to implement or improve their crisis response systems.

CIT International's activities include:

- Training and certification: Providing standardized CIT training curricula and instructor certification programs
- Technical assistance: Offering guidance to communities developing new CIT programs
- Research and evaluation: Supporting studies on CIT effectiveness and best practices
- Networking: Facilitating connections between CIT programs worldwide through conferences and communication platforms
- Resource development: Creating training materials, toolkits, and educational resources
- Advocacy: Promoting the CIT model as an evidence-based approach to crisis response

The organization works to ensure that CIT programs maintain fidelity to the original Memphis model while adapting to local community needs and contexts.



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