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Research Council
of Alabama®

2026



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PARCA is Alabama's trusted source for non-partisan, non-ideological research, respected by leaders in the public, private, and nonprofit sectors and trusted across the political spectrum.

Founded in 1988 by former Governor Albert Brewer, PARCA provides policy research, data analysis, and program evaluation to educate the public and equip the leaders of governments, schools, and the lives of all Alabamians.

PARCA's goal is sound public policy—policies that address real issues, are based on fact, are thoughtfully designed, competently executed, honestly assessed, and continuously revised.

PARCA is funded by tax-deductible contributions from businesses, foundations, and individuals.





Exploring Ideas. Informing Leaders.

The Public Affairs Research Council of Alabama (PARCA) is the state's trusted source for nonpartisan, nonideological research. Our work is respected across sectors—public, private, and nonprofit—and across the political spectrum.

Founded in 1988 by former Governor Albert Brewer, PARCA provides policy research, data analysis, and program evaluation to educate the public and equip leaders in government, education, and nonprofits to improve life for all Alabamians.

Our goal: sound public policy—rooted in facts, thoughtfully designed, effectively implemented, honestly assessed, and continually improved.

Since 1996, PARCA's Annual Forum has convened Alabama's leaders to explore the most critical challenges and opportunities facing our state. The event opens with expert-led policy sessions and concludes with the Governor Albert P. Brewer Legacy Luncheon, featuring remarks from Alabama's sitting governor.

The Forum attracts a diverse audience of more than 350 participants, including business and civic leaders, elected officials and candidates, government professionals, and nonprofit executives—representing a wide range of political, economic, and professional backgrounds.

Past Forums:

2025: State of Mind: Navigating Alabama's Mental Health Dilemma

2024: Housing Alabama's Workforce

2023: Who Cares About Childcare?

2022: Realizing Our Potential:
A Plan for Reading & Math in Alabama

2021: Alabama Online:
Failure to Connect

2020: Alabama's Third Century

2019: Does Our Workforce System Work?

2018: The 21st Century Governor

2017: The State of Our Cities

2016: The Alabama Budget



PARCA
ANNUAL FORUM 2026

FROM CRISIS TO COLLABORATION

*How Data, Policy, and Partnership
Saved Lives in Alabama*



Friday, March 6, 2026

8:30 a.m.

The Harbert Center, Birmingham, Alabama

Alabama has drastically reduced opioid overdose deaths statewide—an outcome shaped by deliberate policy choices, improved data infrastructure, and sustained coordination across public health, law enforcement, mental health, and community partners.

This year's Forum examines how those decisions were made, how information was shared, and how authority and resources aligned to support evidence-based interventions on the ground.

We will discuss what this experience reveals about the role of state and local government, the value of real-time data, and the importance of cross-sector collaboration in addressing complex public problems.

The central question is not whether the crisis has ended, but whether Alabama can institutionalize what worked and apply this model to other urgent challenges facing the state.



Kimberly Boswell
Alabama Department of Mental Health

Dattene Traffansteot
Alabama Medicaid Agency

Hon. Allen Treadaway
Alabama State Representative

Dr. Mark Witson
Jefferson County Health Office 2011-2028

Stacy Paller
Birmingham Re-Entry Alliance



John Bayles
Recovery Resource Center Crisis Cr Inc.



Dr. Will Rutland
Baptist Health Behavioral Health Services



Reagte Parker
Parker Counseling and Consulting



Dr. Leah Leiseh
UAB School of Medicine

**The Governor
Albert Brewer
Legacy Lunch**



2026



Annual Forum

to sponsor, contact Sarah Dayhood
 sarah@parcalabama.org or 205-726-2482

March 6, 2026
 Birmingham
 The Harbert Center

BENEFITS

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Inclusion in promotional emails (6x to 5,000+ recipients)	X	X			
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Opportunity to introduce a keynote speaker or panel session	X	X			
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Social media recognition as a sponsor	X	X	X		
Logo placement on event signage	X	X	X		
Verbal acknowledgment during the event	X	X	X		
Prominent place of logo in event slide deck	X	X	X	X	
Recognition on event program	X	X	X	X	
Logo displayed in event slide deck	X	X	X	X	X
Table of 8	X*	X*	X*	X	X
Available	1	3	4	7	10

DEADLINE: February 27 2026

* additional tables may be available



PARCA
ANNUAL FORUM 2026

FROM CRISIS TO COLLABORATION

*How Data, Policy, and Partnership
Saved Lives in Alabama*



PARCA 2026 Annual Forum Sponsorship Form

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2026



Speaker Series

to sponsor, contact Sarah Dayhood
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October 2026
 Birmingham
 Red Mountain Theatre

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Recognition as presenting sponsor on all material	X			
Recognition as presenting sponsor in paid media	X			
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Inclusion on all social media materials, 2000+ followers	X	X		
Inclusion in promotional emails (6x to 5,000+ recipients)	X	X	X	
Prominent logo placement on all event marketing and materials, including 5,000+ mailings	X	X	X	
Recognition from the podium	X	X	X	
Inclusion in event signage	X	X	X	X
Inclusion in event multi-media materials	X	X	X	X
Inclusion in event program	X	X	X	X
Private cocktail reception with speaker	X	X	X	X
Reserved parking	X	X	X	X
Tickets	8	6	4	2
Book(s) by Speaker	4	3	2	1
Available	1	3	4	7

DEADLINE: September 15, 2026



PARCA *Speaker Series*

Red Mountain Theatre
Birmingham, Alabama
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6

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We believe governments should function well and implement sound policies to improve the lives of all people and strengthen all communities.



