

Reflect. Rebuild. Reimagine.

CALPCC Conference 2023

Sponsorship and Advertising Prospectus



California Association for Licensed
Professional Clinical Counselors

CALPCC Conference 2023

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October 13 - 14, 2023

University of San Diego, San Diego, CA

Set in beautiful San Diego, California at the stunning University of San Diego campus, the California Association for Licensed Professional Clinical Counselors 2023 Conference is back in person. With renewed energy as the pandemic wanes, counselors, students, educators and our supporters will come together as we reflect on our work from the last few years. With sessions designed to educate, excite, and enlighten, we are bringing our A game with presenters and speakers who are experts in the field. For this year, we heard you loud and clear. In addition to our regular programming there will be more opportunities for networking and connecting with colleagues. There will also be new format sessions that center on panel discussions that are short, interactive and informative.



Dear Supporter,

The California Association for Licensed Professional Clinical Counselors (CALPCC) has operated since 2009 as an organization committed to advocating for the needs of Licensed Professional Clinical Counselors, associates, and students across the state of California. With an extensive history prior to the start of what is known today as CALPCC, this organization has worked to secure the LPCC license designation in this state as a way to ensure that ALL residents have access to a mental healthcare workforce that is held to the highest of ethical and educational standards. CALPCC has just over 1700 members, over 5000 contacts, and represents over 8000 Associate and Licensed Professional Clinical Counselors and continues by leaps and bounds in its short time in existence. As the profession grows across the state, so will CALPCC.

This year, our conference is special as it our first time back together as the Covid 19 Pandemic wanes. Our members are excited to learn together, be together, and continue to develop professionally and stay on forefront of what is happening in the field of counseling.

I would ask that you pay extra attention to our mission, vision, and goals of the organization for these are our guiding principles. These principles are what run our association and inform our partners who we are and how we operate. These principles also create a culture of accountability for those we serve and those we work with.

We sincerely hope that you will (or continue to) partner with us as we march forward in growing the association

Thank you,



Kenneth F Edwards, MA LPCC (CA 4311) (IL-LCPC)

Executive Director

A Note From The Executive Director



Mission, Vision, and Goals

Mission

To build and support the recognition and effective utilization of Licensed Professional Clinical Counselors (LPCC) in California as distinct and valuable providers within the clinical mental health profession.

Vision

To provide leadership for legislative, advocacy and promotional efforts on behalf of Licensed Professional Clinical Counselors (LPCC) in California.

Goals

- To provide ongoing protection for LPCCs through legislative action, regulatory advocacy, and organized contact with California legislators.
- To protect consumers of counseling services in California by continuing to strengthen qualifications and ethical practice standards for LPCCs in California.
- To promote the understanding and visibility of LPCCs to the public.
- To represent LPCCs at meetings of the Board of Behavioral Sciences and statewide coalitions of mental health providers.
- To serve and represent the common professional and business interests of LPCCs to ensure parity with other licensed mental health professionals.
- To provide relevant information to LPCCs regarding legal, ethical, business, or practice concerns, and trends and legislation at the national level.
- To provide community building and professional development for LPCCs through workshops, conferences, and virtual methods of communication.
- To include the expertise and advice on legislative/advocacy issues from the various counseling specialties to enhance the common good for all LPCCs and the counseling profession in California.



Sponsorship Packages

Sponsorship packages are available to provide you with the best benefits, opportunities, and pricing to promote your company effectively. These sponsorships are customized to suit your budget and reach your audience across multiple communication channels.

Presenting Sponsor \$10,000 (Exclusive)

- Primary sponsor recognition (where appropriate: digital and print)
- Primary sponsor recognition displayed on conference screens (where appropriate)
- Three complimentary full-conference registrations
- Primary exhibitor table placement
- Attendee swag bag inclusion
- One sponsored conference session, with 5 minute speaking opportunity
- 4 direct email opportunities to all conference attendee's and CALPCC members
- 1 year standing advertisement on calpcc.org as a presenting sponsor

Supporting Sponsor \$5,500

- Sponsor recognition (where appropriate: digital and print)
- Sponsor recognition displayed on conference screens (where appropriate)
- Two complimentary full-conference registrations
- Exhibitor table
- Attendee swag bag inclusion
- One sponsored conference session, with 5 minute speaking opportunity
- 2 direct email opportunities to all conference attendee's and CALPCC members

Education Sponsor \$3,000

- Sponsor recognition (where appropriate: digital and print)
- One complimentary full-conference registration
- Attendee swag bag inclusion
- One sponsored conference session, with 5 minute speaking opportunity
- 1 direct email opportunity to all conference attendee's and CALPCC members

A La Carte Sponsorship

If you have a specific interest in mind, you have the option to choose from the highlighted opportunities presented below. By supporting a particular initiative or conference component, you can actively participate in engaging with our diverse audience.

Session Sponsor \$1,500 (Limited Availability)

- Recognition as sponsor and host of a session with content provided by Session Partner (Content is pre-approved by CALPCC)
- One conference registration
- Listing in the CALPCC in-app/online conference guide with a link to your website

Exhibitor Table \$550 (Limited Availability)

Cost is for both days. Set up and dismantling information will be provided closer to the date.

- One (Insert Size of Table), two side chairs and one waste basket
- Two complimentary full-conference registrations
- Listing in the CALPCC in-app/online conference guide with a link to your website

Meal Sponsor \$8,000 (Day 1 & Day 2 Availability)

Get noticed by attendees as the official Meal Sponsor for one or both days of the conference.

- 5 minute introduction straight after the last session before lunch
- Distribute your outreach, marketing, or educational materials on each lunch table
- Two complimentary full-conference registrations
- Listing in the CALPCC in-app/online conference guide with a link to your website
- Attendee swag bag inclusion

Snack Sponsor \$2,000 (Day 1 & Day 2 Availability)

Increase your organizations visibility by sponsoring one or both of our midday snack break.

- Distribute your outreach, marketing, or educational materials on snack tables
- One complimentary full-conference registration
- Listing in the CALPCC in-app/online conference guide with a link to your website

Lanyard Sponsorship \$2,000 (Exclusive)

- Company logo printed on lanyard alongside CALPCC logo
- One complimentary full-conference registration
- Listing in the CALPCC in-app/online conference guide with a link to your website

Bag Inclusion \$250

- Include your materials or promotional items in attendee swag bag



Your Support for CALPCC Goes a Long Way!

With your support CALPCC is able to fund:

- the expansion of our initiatives to stay on the cutting edge of developments in the field of counseling and psychotherapy
- the building of a diverse workforce that reflects the communities that we serve
- ongoing educational opportunities for members to learn and grow in the profession
- advocacy at the state level
- investment in technology



Get in Front of the Counseling Field and Show Your Support Today!

For more information and to get started, contact us at sballard@calpcc.org

Tax Deductibility

The California Association for Licensed Professional Clinical Counselors is set up as a nonprofit 501(c)(6) corporation. Like a 501(c)(3) entity, no part of our net earnings goes to the benefit of any private shareholder or individual and the organization is exempt from paying federal taxes. However, unlike a 501(c)(3), we are not a charitable organization but rather a professional association, created for the purpose of promoting the interests of the LPCC profession.

As we are not a 501(c)(3) charitable organization, contributions that you make to us will not qualify as charitable contributions for tax purposes. However, these payments may be tax deductible as trade or business expenses if they are ordinary and necessary in the conduct of your business. We suggest that you contact your accountant to determine if the payments you make to CALPCC qualify for a tax deduction. We strive to be transparent and compliant in all we do and will provide you with all necessary documentation and information required to support your contribution.

