

# BEHAVIOR THERAPY TRAINING INSTITUTE

## 2021 Sponsorship Opportunities



International  
OCD  
Foundation



Dr. Alec Pollard, BTTI Clinical Director

### The Behavior Therapy Training Institute (BTTI)

As a non-profit organization, the International OCD Foundation (IOCDF) is a donor supported organization that produces OCD education and programming for professionals, and the community. In 1995, the IOCDF launched the Behavior Therapy Training Institute (BTTI) which is an in-depth, three-day intensive training course in cognitive behavior therapy (CBT) for mental health professionals who are treating individuals with obsessive compulsive disorder (OCD) and related disorders

Over the past 20+ years the BTTI has been extremely successful and has continued to grow in popularity, often selling out within minutes of opening registration. Due to the popularity of the program, the IOCDF has continued to expand the BTTI to offer additional training opportunities every year, which includes the Introduction to OCD BTTI (General), the Pediatric OCD BTTI, and an Advanced Forum (for those who have completed a General BTTI or have equivalent experience).

### Who Attends the BTTI?

The BTTI sessions are attended by a highly engaged audience of independently licensed mental health professionals who currently treat OCD and/or related disorders. Each training hosts a maximum of 35 professional attendees, and includes a faculty of world renowned OCD specialists. We limit the number of slots to maintain more individual attention, increased participation, and better communication between the instructor and students.

### Why Sponsor a BTTI?

The BTTI is the perfect place to showcase your organization to a targeted audience of professionals within the OCD and related disorders community. Our comprehensive training hosts up to 35 professionals whom you can target with your organization's messaging in a relevant and highly engaging environment.

In addition to supporting the educational programming, as a sponsor you can provide attendees with additional opportunities to connect, such as evening events and special receptions. We consistently receive feedback from attendees conveying the value of these networking events.

“It has been quite an honor to serve as a sponsor for the BTTI. The quality of the trainings is superb. We have heard over and over again from the attendees that it was the best training they have ever been to. Our organization has benefited from the relationships we have been able to establish with both BTTI faculty and attendees”

- Barry Thomet  
Rogers Behavioral Health

## BTTI Sponsorship Benefits

As a sponsor your organization will:

- Support a BTTI in your area with designated reserved spots for your community
- Have the chance to interact face-to-face with attendees throughout three days of training
- Be able to present and distribute information about your organization and services that attendees can take home, thus extending your reach to the OCD community far beyond the training itself
- Promote your organization's products and services to training attendees, which they may then share with their patients
- Network with key organizations and professionals in the OCD community
- Gain broad reach and exposure through visibility on the IOCDF website and emails
- Benefit from a lasting partnership with a highly respected and recognized non-profit.

<b>BTTI Sponsorship Benefits</b>	<b>Diamond \$40,000</b>	<b>Titanium \$30,000</b>	<b>Platinum \$20,000</b>	<b>Gold \$15,000</b>	<b>Silver \$10,000</b>	<b>Bronze \$5,000</b>
Name and logo on BTTI webpage	✓	✓	✓	✓	✓	✓
Sponsor signage on-site at reg desk during training	✓	✓	✓	✓	✓	✓
Lunch provided to attendees on Sunday	✓	✓	✓	✓	✓	✓
Sponsor exhibit booth onsite	✓	✓	✓	✓	✓	✓
Reserved spots (excluding registration fee) for staff to attend BTTI training session	30	5	4	3	2	1
Training held at hotel property, logistics arranged by IOCDF events team	✓	✓	✓	✓	✓	✓
Coffee break provided to attendees on Friday & Saturday	✓	✓	✓	✓	✓	
Name and logo on all attendee correspondence	✓	✓	✓	✓		
Breakfast provided to attendees on all three days	✓	✓	✓	✓		
Sole sponsor of the BTTI	✓	✓	✓			
Post-training email blasts from sponsor to attendees	✓	✓	✓			
Sponsor-hosted Welcome Reception for attendees	✓	✓	✓			
Attendee tour of sponsor facility/clinic (optional for attendees)	✓	✓	✓			
Saturday night networking dinner hosted by sponsor	✓	✓				
Private Event (includes 30 reserved spots)	✓					

**International BTTI Sponsorship | \$50,000:** Includes all the benefits of the Titanium Sponsorship, as well as the ability to hold a BTTI internationally. For more information on this opportunity, contact Lise Lawrence at [llawrence@iocdf.org](mailto:llawrence@iocdf.org).

To apply to sponsor a BTTI training, or if you have questions about sponsoring, please contact Kristen Lynch, IOCDF Senior Development Officer, at [klynch@iocdf.org](mailto:klynch@iocdf.org).

## 2021 BTTI Sponsor Application

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

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

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

Organization Primary Contact

Name: \_\_\_\_\_

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

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

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

Which Sponsorship Level are you applying for?

*International \$50,000*

*Titanium \$30,000*

*Platinum \$20,000*

*Gold \$15,000*

*Silver \$10,000*

*Bronze \$5,000*

### Space Details and Requirements:

Although we plan and recommend hosting in a hotel, are you able to offer complimentary meeting space as listed below?

- **Friday/Saturday 7am-5pm:** One large room that can seat up to 35, classroom style and has the following required Audio/Visual components:

- » Projector and Screen
- » Laptop and Podium
- » Connector cables
- » Mixer and handheld or wireless microphone
- » Slide advancer

- **Sunday 7am-4pm:** Six, small breakout rooms for small groups, set to seat six adults each, board room style (table in center); no Audio/Visual needed

- Please note: All space must be located convenient to a local airport, and within walking distance of lodging

Yes, exactly as outline     No     Alternate space

*If you are offering alternate space, please explain:*

### Please Note:

- Sponsor must provide IOCDF with an Administrative Contact to assist IOCDF and be the liaison for all logistical planning and sponsorship requirements
- The Administrative Contact must be available (can be remotely) for all or part of training, depending on training location.

Administrative Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

**Primary Contact Signature:** \_\_\_\_\_