



International  
OCD  
Foundation

# **BEHAVIOR THERAPY TRAINING INSTITUTE**

## **2023 Partnership & Sponsorship Opportunities**



**Alec Pollard, PhD**  
**BTTI Clinical Director**

### **TABLE OF CONTENTS**

About the Behavior Therapy Training Institute (BTTI).....	2
International OCD Foundation (IOCDF) Affiliate Partnerships .....	3
In-Person BTTI Event Sponsorship .....	4
Virtual BTTI Sponsorship .....	5
2023 BTTI Schedule and Offerings .....	6

# About the Behavior Therapy Training Institute (BTTI)

Launched in 1995 by the International OCD Foundation (IOCDF), the Behavior Therapy Training Institute (BTTI) is a three or five day intensive training course in cognitive behavior therapy (CBT) for mental health professionals who treat individuals with obsessive-compulsive disorder (OCD) and related disorders. BTTI is an extremely popular program, often selling out within minutes, and is considered by many clinicians to be the industry gold standard.

## Who Attends the BTTI?

The BTTI is attended by a highly engaged audience of independently licensed mental health professionals who treat OCD and/or related disorders such as body dysmorphic disorder (BDD) and hoarding disorder (HD). Sessions are led by world-renowned OCD specialists and hosts a maximum of 35 attendees, ensuring individualized attention, maximum participation, and better communication between instructor and students.

## Suite of Offerings

Due to its popularity, we have expanded the BTTI to include six in-person, US-based sessions, and five virtual equivalent sessions (VBTTIs). This year, for in-person BTTIs we will be offering four General BTTI sessions, one Pediatric BTTI session and one Diversity BIPOC-focused BTTI session. For Virtual BTTIs, we will be offering two General VBTTI sessions, two Pediatric VBTTI sessions, and one Spanish-speaking VBTTI session.



Monnica Williams, PhD at the inaugural Black, Indigenous, and people of color (BIPOC) BTTI in Washington, DC.

“  
*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

**Interested in partnering to bring a BTTI to your community?  
Fill out the form [here](#) to be considered for 2023.**

# IOCDF Affiliate Partnerships

**IOCDF Affiliates are invited to bring an in-person BTTI event to their local communities! By partnering to bring a training event to your hometown, you will provide a valuable opportunity for local clinicians — who may otherwise be unable to attend — and bring life-saving treatment to your community.**

As an Affiliate Partner, you will be recognized alongside the IOCDF on the event website, promotional emails, and at the event itself — reaching tens of thousands of mental health professionals. Your pledge level will create additional opportunities for attendee engagement at meals, coffee breaks, and receptions. Partners who apply will select a pledge level, which can be fulfilled through sponsorship from local clinics/ organizations, your Affiliate’s own funds, or a combination of both.

## **Affiliate Partnership Pledge Levels\***

- **Bronze** (\$7,500) Includes lunch (Sunday)
- **Silver** (\$10,000) Includes lunch (Sunday) and coffee breaks (Friday & Saturday)
- **Gold** (\$15,000) Includes lunch (Sunday), coffee breaks (Friday & Saturday), and breakfast (Friday – Sunday)
- **Platinum** (\$20,000) Includes lunch (Sunday), coffee breaks (Friday & Saturday), breakfast (Friday – Sunday), and a lightly catered Welcome Reception

\*See page 4 for a full list of benefits.



Faculty and Attendees at BTTI

“*OCD Texas was incredibly grateful to sponsor the General BTTI in Austin. Long familiar with the BTTI as an unparalleled training experience, it was a privilege to help bring this opportunity to Texas. We were thrilled that our sponsorship allowed us to further increase access to effective care with the four seats we were able to sponsor. Sponsoring has supported clinicians, across the state (and beyond) in learning to effectively treat OCD. We are proud to have honored our mission in such a meaningful way.*”

-- Ginny Fullerton, PhD  
President, OCD Texas

**Interested in partnering to bring a BTTI to your community?  
Fill out the form here to be considered for 2023.**

# In Person BTTI Sponsorship

## Why Sponsor a BTTI?

A BTTI event is the perfect place to showcase your organization to a targeted audience of mental health professionals who treat OCD and related disorders such as body dysmorphic disorder (BDD) and hoarding disorder (HD). Our in-depth training allows you to share your organization’s messaging in a relevant and highly engaging environment over the course of three days and IOCDF outreach beforehand.

### In-Person BTTI Sponsorship Opportunities:

- Elevate the attendee experience by providing opportunities to connect at evening events and special receptions\*
- Present and distribute information about your organization, products, and services that attendees can take home and share with patients — extending your reach far beyond the training to the OCD community at large
- Skip the waitlist and enable your staff to attend the training with exclusive reserved spots (waitlist is currently 4,000+)
- Gain broad reach and exposure through visibility on the IOCDF website and emails
- Network with key organizations and professionals in the mental health community
- Add to brand credibility by partnering with a highly respected international nonprofit
- Interact face-to-face with attendees multiple times over three days

\*Depending on sponsorship level. Sponsor funding directly supports activities throughout the weekend and makes attendee meals, receptions, and networking events possible. These add-ons are highly valued by attendees in event evaluations.

In-Person BTTI Sponsorship Levels & Benefits	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500
Name and logo on BTTI page on <a href="http://iocdf.org">iocdf.org</a> (20k pageviews annually)	✓	✓	✓	✓
Name and logo on BTTI event landing page	✓	✓	✓	✓
Sponsor tab with customized highlight of your organization on event landing page	✓	✓	✓	✓
Sponsor introduction at start of event	✓	✓	✓	✓
Logo on event signage	✓	✓	✓	✓
Signage on attendee lunch (Sunday)	✓	✓	✓	✓
Exhibit booth at event	✓	✓	✓	✓
“Skip the line”: reserved spots for staff to attend the BTTI session <b>(please note this does not include registration fee)</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Sponsor signage at attendee coffee breaks (Friday & Saturday)	✓	✓	✓	
Logo on event logistics emails to attendees	✓	✓	✓	
Sponsor signage at attendee breakfasts (Friday – Sunday)	✓	✓		
Sponsor thank-you posted to IOCDF social media platforms (over 70k reach across platform)	✓	✓		
Sole sponsorship of the event	✓			
Customizable sponsor highlight in post-event email to attendees	✓			
Sponsor-hosted attendee welcome reception (Friday), with opportunity for remarks <b>OR</b> sponsor-hosted attendee lunches (Friday & Saturday) with sponsor signage and opportunity for remarks	✓			

International BTTI opportunities (outside of the US) are also available!  
For more information and pricing, contact IOCDF Development Manager Kristen Lynch at [klynch@iocdf.org](mailto:klynch@iocdf.org).

To apply for sponsorship, [fill out the form here](#)

# Virtual BTTI Sponsorship

With a waitlist of over 4,000 mental health professionals eager to receive our training, we have expanded our offerings to include a Virtual BTTI (VBTTI) program. The VBTTI makes the training even more accessible and is an excellent opportunity to showcase your brand to a wide audience.

Virtual BTTI Sponsorship Opportunities:

- Give your brand a national presence: professionals from across the US attend the VBTTI
- Present and digitally distribute information about your organization, products, and services that attendees can share with patients — extending your reach far beyond the training itself to the OCD community at large
- Skip the waitlist and enable your staff to attend the training with exclusive reserved spots (waitlist is currently over 4,000)
- Gain broad reach and exposure through visibility on the IOCDF website and emails
- Add to brand credibility by partnering with a highly respected and recognized international nonprofit



Virtual BTTI Sponsorship Levels & Benefits	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Name and logo on BTTI page on iocdf.org (20k visits annually)	✓	✓	✓
Name and logo on BTTI event registration page	✓	✓	✓
Sponsor introduction at start of the event	✓	✓	✓
Complimentary registrations for staff to attend the VBTTI training session	4	3	2
Logo on all event logistics emails to attendees	✓	✓	
Banner ad on event page	✓	✓	
Sponsor thank you on IOCDF social media (over 70k followers across platforms)	✓		
Sole sponsorship of the event	✓		
Post event email blast from sponsor to attendees	✓		

To apply for sponsorship, [fill out the form here](#)

# 2023 BTTI SCHEDULE & OFFERINGS

In 2023, the IOCDF is holding eleven (11) BTTI sessions, which are comprised of:

Seven (7) **In-Person BTTIs**: four (4) General, two (2) Pediatric-focused, one (1) for BIPOC therapists (Black, Indigenous, and People of Color)

Four (4) **Virtual BTTIs**: two (2) General, one (1) Pediatric-focused, and one (1) for Spanish-speaking therapists

- **February 9–13, 2023: General Virtual BTTI**
- **March 24–26, 2023: Pediatric BTTI in San Diego, CA**
- **April 20–24, 2023: Pediatric Virtual BTTI**
- **May 5–7, 2023: General BTTI in Indianapolis, IN**
- **May 19–21, 2023: BTTI for BIPOC therapists in Atlanta, GA**
- **June 22–26, 2023: General Virtual BTTI**
- **August 4–6, 2023: Pediatric BTTI in Boston, MA**
- **August 17–19 & 25–26, 2023: General Virtual BTTI for Spanish-speaking Therapists** (*takes place over two weekends*)
- **October 6–8, 2023: General BTTI in St. Louis, MO**
- **November 3–5, 2023: General BTTI in Seattle, WA**
- **December 1–3, 2023: Pediatric BTTI in Tampa, FL**

To apply for an Affiliate Partnership, [fill out the form here](#)

To apply to sponsor an in-person BTTI, [fill out the form here](#)

To apply to sponsor a Virtual BTTI, [fill out the form here](#)

The IOCDF is committed to diversity, equity, and inclusion across all of our programs. In line with this, we are thrilled to offer the a BTTI for BIPOC therapists and a Spanish language virtual BTTI in 2023.

## Questions? Contact:

Kristen Lynch

Senior Development Manager

International OCD Foundation (IOCDF)

[klynch@iocdf.org](mailto:klynch@iocdf.org)

617-973-5801 ext. 29

[iocdf.org/sponsor](https://iocdf.org/sponsor)