

BEHAVIOR THERAPY TRAINING INSTITUTE

2022 Partnership & Sponsorship Opportunities



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Dr. Alec Pollard, BTTI Clinical Director

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“
OCD Southern California is extremely proud to have been able to sponsor a BTTI in our region. The experience of working with local treatment centers and the IOCDF to partner in this venture was extremely meaningful and gratifying. We had the pleasure of teaming to provide such a high quality, training program to local and national clinicians who have the promise of reaching hundreds of people with OCD to offer gold standard multimodal treatment. OCD SoCal will definitely sponsor another BTTI in the near future!”

- Barbara Van Noppen, PhD, LCSW
President of OCD Southern California

“
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

About the Behavior Therapy Training Institute (BTTI)

Launched in 1995 by the International OCD Foundation (IOCDF), the Behavior Therapy Training Institute (BTTI) 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.

Suite of Offerings

The BTTI has been extremely successful, often selling out within minutes of opening registration. Due to its popularity, we have expanded annual training opportunities to include five live events across the US and five virtual equivalents (VBTTIs). In 2022, the live events will feature four general sessions and one pediatric session, and virtual events will feature two general sessions and three pediatric sessions.

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. Each session is 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.



IOCDF Affiliate Partnerships



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AFFILIATE

We invite local IOCDF Affiliates to bring a Live BTTI to your community! By partnering to bring a training event to your hometown, you will provide a valuable opportunity for local clinicians (who may otherwise not be able to attend due to financial or geographic reasons), and bring much-needed treatment to your community.

By partnering on a BTTI event, you will be recognized alongside the IOCDF on the event website and emails, and at the event itself. Training partnerships also serve as valuable marketing tools for you. Your pledge level will

determine attendee experience by providing attendees with additional opportunities to connect through meals, coffee breaks, and receptions. Partners who apply will select a pledge level, which can be fulfilled through sponsorship from local clinics/organizations and/or through your Affiliate organization's funds.

Affiliate Partnership Pledge Levels

- Bronze (\$7,500) Includes lunch (Sunday)
- Silver (\$10,000) Includes lunch (Sunday) and coffee breaks for attendees (Friday & Saturday)
- Gold (\$15,000) Includes lunch (Sunday), coffee breaks for attendees (Friday & Saturday), and breakfast for attendees (all three days)
- Platinum (\$20,000) Includes lunch (Sunday), coffee breaks for attendees (Friday & Saturday), breakfast for attendees (all three days), and a welcome reception with beverages and hors d'oeuvres provided

**Interested in partnering to bring a BTTI to your community?
Fill out the form here to be considered for 2022.**

Live BTTI Sponsorship

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.

As a sponsor, your organization will have the opportunity to:

- Elevate the attendee experience by providing attendees with additional opportunities to connect at evening events and special receptions*
- Interact face-to-face with attendees throughout three days of training
- Present and distribute information about your organization and services that attendees can take home and share with patients, extending your reach to the OCD community far beyond the training itself
- Have your staff skip the waitlist and attend the training with exclusive reserved spots (waitlist is currently 200+)
- Gain broad reach and exposure through visibility on the IOCDF website and emails
- Network with key organizations and professionals in the OCD community
- Benefit from a lasting partnership with a highly respected and recognized nonprofit

*Depending on level. Sponsorship funds directly support the activities throughout the weekend and make attendee meals, receptions, and networking events possible. These add-ons are consistently valued by attendees in event evaluations.

Live BTTI Sponsorship Levels & Benefits	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500
Name and logo on BTTI page on iocdf.org (22k visits yearly)	✓	✓	✓	✓
Name and logo on BTTI event registration page	✓	✓	✓	✓
Logo recognition on signage at event	✓	✓	✓	✓
Lunch for attendees onsite (Sunday)	✓	✓	✓	✓
Exhibit booth at event	✓	✓	✓	✓
Reserved spots to attend the BTTI training session (PLEASE NOTE: this does not include registration fee)	4	3	2	1
Coffee breaks for attendees onsite (Friday & Saturday)	✓	✓	✓	
Logo on all event logistics emails to attendees	✓	✓	✓	
Breakfast for attendees onsite (all three days)	✓	✓		
Sponsor thank you on IOCDF social media (over 70k reach followers platforms)	✓	✓		
Banner ad on event page	✓	✓		
Sole sponsorship of the event	✓			
Post-event sponsor marketing email blast to attendees	✓			
Welcome reception for attendees onsite (sponsor-hosted, beverages and hors d'oeuvres provided)	✓			
Tour of sponsor facility/clinic (optional attendance)	✓			

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.

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

Virtual BTTI Sponsorship

The IOCDF is now offering a virtual equivalent of the live BTTI program! With a waitlist of over 200 professionals within the OCD and related disorders community eager to receive the training, the VBTTI makes the training even more accessible and is a great opportunity to showcase your brand to a wide audience.

As a sponsor, your organization will have the opportunity to:

- Give your brand a national presence. As a virtual event, professionals from across the nation will be in attendance
- Present and distribute information about your organization and services that attendees can share with patients, extending your reach to the OCD community far beyond the training itself
- Have the exclusive opportunity for your staff to skip the waitlist and attend the training with complimentary registrations (waitlist is currently 200+)
- Gain broad reach and exposure through visibility on the IOCDF website and emails
- Benefit from a lasting partnership with a highly respected and recognized nonprofit



Virtual BTTI Sponsorship Levels & Benefits	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Name and logo on BTTI page on iocdf.org (22k visits yearly)	✓	✓	✓
Name and logo on BTTI event registration page	✓	✓	✓
Sponsor shoutout at the start of the event	✓	✓	✓
Complimentary registration 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***](#)

2022 BTTI Schedule & Offerings

This year, we will be hosting 10 BTTI events.

5 live BTTI events (4 General, 1 Pediatric)

5 Virtual BTTI events (2 General, 3 Pediatric).

Opportunities available for all dates (detailed below)

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](#)

strikethrough = Sold Out

- **Virtual General Event**..... **January 13, 14, 15 & 21, 22**
- ~~Virtual Pediatric Event~~ ~~April 7, 8, 9 & 15, 16~~
- ~~LIVE General Event~~ ~~April 22, 23, 24~~..... ~~location TBD~~
- **LIVE Diversity General Event for BIPOC** **April 29, 30, May 1** **Washington, DC**
- **Virtual Pediatric Event** **May 12, 13, 14 & 20, 21**
- ~~LIVE General Event~~ ~~June 24, 25, 26~~..... ~~location TBD~~
- ~~LIVE Pediatric Event~~ ~~Aug 5, 6, 7~~..... ~~location TBD~~
- ~~Virtual General Event~~ ~~Aug 18, 19, 20 & 26, 27~~
- ~~LIVE General Event~~ ~~Oct 7, 8, 9~~..... ~~location TBD~~
- **Virtual Pediatric Event** **October 13, 14, 15, & 21, 22**

Questions? Contact:

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