

20 Training 24 Institute

Sponsorship & Support
Opportunities



International
OCD
Foundation

About the Training Institute

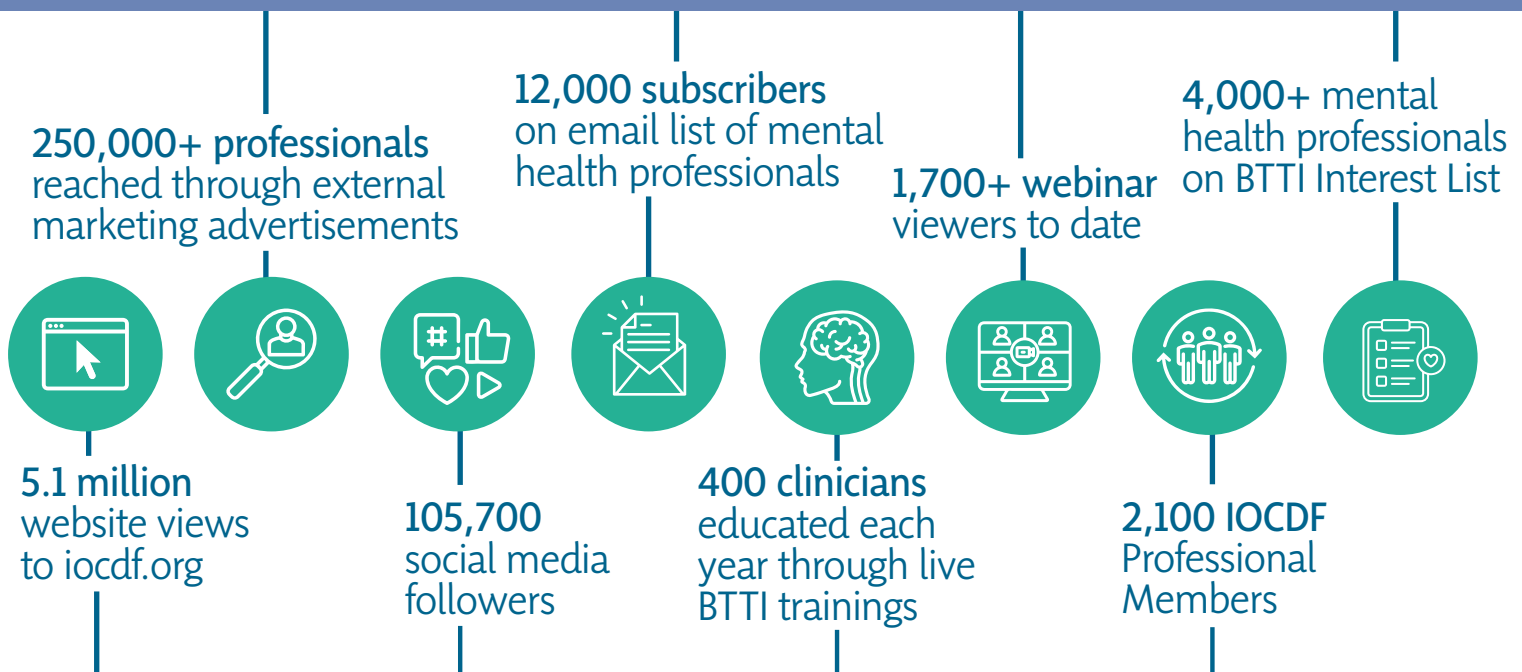
THE IOCDF TRAINING INSTITUTE

increases access to effective treatments by providing professional education to clinicians treating obsessive compulsive disorder (OCD). In collaboration with leading experts in the field of OCD, we offer a comprehensive curriculum of highly sought-after professional training options. These include the renowned Behavior Therapy Training Institute (BTTI), our on-demand webinar series, and online consultation groups. Our training programs cover a wide range of specialty topics related to the OCD and related disorders community, while also granting continuing education (CE) credits to eligible professionals.

Training Institute sponsorship opportunities provide you with exclusive access to a vast professional audience, enabling you to spotlight your brand through our extensive email lists, targeted advertisements, website visitors, professional membership, and social media followers.



Program Audience & Reach



2024 Sponsorship Opportunities

IN-PERSON BTTI SPONSOR (EXCLUSIVE)

\$50,000

Be the exclusive sponsor of seven in-person BTTI sessions held across the United States and Canada in 2024. Your sponsorship will help offset the costs of hosting these trainings in person and providing a valuable networking tool for attendees, all while providing prominent visibility for your organization. Training events include three (3) General BTTIs, three (3) Pediatric BTTIs, and one (1) DEI-focused BTTI for Treating OCD in Communities of Color. Locations include Vancouver, New Orleans, Oakland, and Cincinnati, with more to be announced!



As the sole BTTI sponsor, your organization will be featured in the following ways:

- ▶ Logo on all BTTI event signage and attendee badges
- ▶ Verbal sponsor recognition at the live events
- ▶ Logo on any marketing materials throughout the year including paid targeted advertising
- ▶ Sponsor recognition on BTTI page of IOCDF.org
- ▶ Sponsor recognition on all seven (7) BTTI session registration pages
- ▶ Logo on logistics and marketing emails sent to attendees across seven (7) in-person BTTIs
- ▶ Custom sponsor message in training thank you emails to attendees
- ▶ Sponsor recognition in 2024 BTTI Impact Report shared with IOCDF's community
- ▶ Complimentary registrations for two (2) staff to attend an in-person BTTI of your choice* (waiting list currently 4,000+)
- ▶ Opportunity to exhibit at any in-person training event
- ▶ Custom "meet the sponsor" highlight on IOCDF social media
- ▶ Sponsor recognition in social media posts following each training event

**must be selected before chosen training is full*



VBTTI SPONSOR (EXCLUSIVE)

\$25,000

Expand your global impact by sponsoring the Virtual Behavioral Therapy Training Institute (VBTTI) program with five (5) training events this year: two (2) General VBTTIs, two (2) Pediatric VBTTIs, and one (1) Spanish-language VBTTI. These virtual sessions offer a more accessible format and reach a diverse spectrum of mental health professionals worldwide.

As the sole VBTTI sponsor, benefits include:

- ▶ Logo on any marketing materials throughout the year
- ▶ Sponsor recognition on BTTI page of IOCDF.org
- ▶ Sponsor recognition on all five (5) VBTTI session registration pages with custom information highlighting your organization
- ▶ Logo on logistics and marketing emails sent to attendees across all 5 VBTTIs
- ▶ Custom sponsor message in training thank you emails to attendees
- ▶ Sponsor recognition in 2024 BTTI Impact Report shared with IOCDF's community
- ▶ Complimentary registrations for two (2) staff to attend VBTTI of your choice* (waiting list currently 4,000+)
- ▶ Custom "meet the sponsor" highlight on IOCDF social media
- ▶ Sponsor recognition in three (3) social media posts highlighting VBTTIs
- ▶ Sponsor introduction opportunity at each VBTTI (or verbal recognition)
- ▶ Logo recognition on VBTTI event slideshows

**must be selected before chosen training is full*



ADVANCED FORUM SPONSOR

\$20,000

In its highly anticipated return, the Advanced Forum Training will be held in October 2024. The audience for this training will be experienced clinicians with between 100-200 anticipated attendees.

Your sponsorship will help offset the costs of hosting this 3-day training in person and providing a valuable networking tool for attendees, all while providing high visibility for your organization.

As the official sponsor of the event, your organization will receive the following benefits:

- ▶ Logo on all event signage
- ▶ Opportunity for introduction to attendees or verbal sponsor recognition
- ▶ Exhibit booth at event
- ▶ Logo on any marketing materials including paid targeted advertising to mental health professionals
- ▶ Logo on logistics and marketing emails sent to attendees
- ▶ Custom sponsor message in training thank you email to attendees
- ▶ Sponsor recognition in 2024 BTTI Impact Report shared with IOCDF's community
- ▶ Complimentary registrations for two (2) staff to attend the Advanced Forum*
- ▶ Sponsor recognition in social media posts following the event
- ▶ Promotional table at attendee networking reception

**must be selected before chosen training is full*



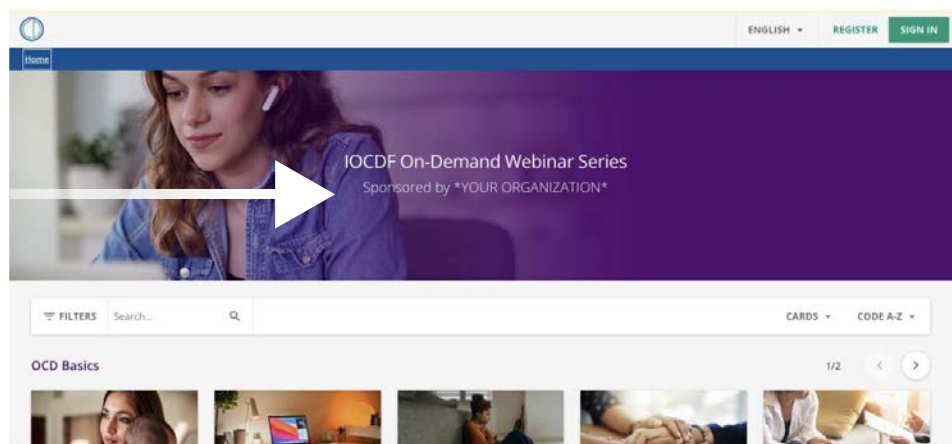
ON-DEMAND WEBINAR SERIES SPONSOR

\$25,000

As the sole annual sponsor of the revamped On-Demand Webinar Series launching in 2024, your branding will be showcased to thousands of mental health professionals across a growing library of educational webinars. Your sponsorship dollars will help offset the cost of our brand new learning management system (LMS), which increases access to these educational training resources and helps keep the price per webinar low and accessible for all. This sponsorship will be featured in a multipronged marketing effort as we launch the webinars on this new platform with expanded reach and visibility. Webinars offered span the Training Institute curriculum with 100-, 200-, 300-, and 400-level offerings and cover a variety of topics, including OCD Basics, Treating OCD and Comorbid Conditions, Treatment Modalities, and Disorders Related to OCD.

Exclusive benefits include:

- ▶ Logo recognition on the homepage of the brand new webinar learning management system (LMS), on which all on-demand webinars are hosted
- ▶ Sponsor recognition on webinar purchase thank you emails
- ▶ Video message to LMS users on the landing page within the platform
- ▶ Logo on webinar page (iocdf.org/webinars) with link of your choice
- ▶ Logo on webinar marketing emails to professionals
- ▶ Logo on targeted ads to relevant professionals
- ▶ Recognition on marketing toolkit shared by partner organizations
- ▶ Logo on webinar logistics emails
- ▶ Sponsor recognition in 2024 BTTI Impact Report shared with IOCDF community



Other ways to support vital training

The BTTI Scholarship Fund helps to provide scholarships that enable clinicians serving underserved populations to access the training at a significantly reduced rate. This includes clinicians working primarily with patients of color, with public insurance, of a low socioeconomic status, and who speak languages other than English.

In order to provide six scholarships per BTTI, the IOCDF has an annual fundraising goal of \$40,000

Contributors at donation levels of \$1,000+ will be recognized on the BTTI scholarship page and \$500+ will be recognized in the IOCDF BTTI Impact Report shared with our community.

To discuss your organization making a tax deductible gift to support the fund, contact Kristen Lynch at klynch@iocdf.org.

DONATE!

To secure your sponsorship opportunity or discuss further, please contact Kristen Lynch at klynch@iocdf.org.

Top consideration will be given to organizations who reach out by December 31st, 2023.