

20 Training 25 Institute

Sponsorship & Support
Opportunities



International
OCD
Foundation

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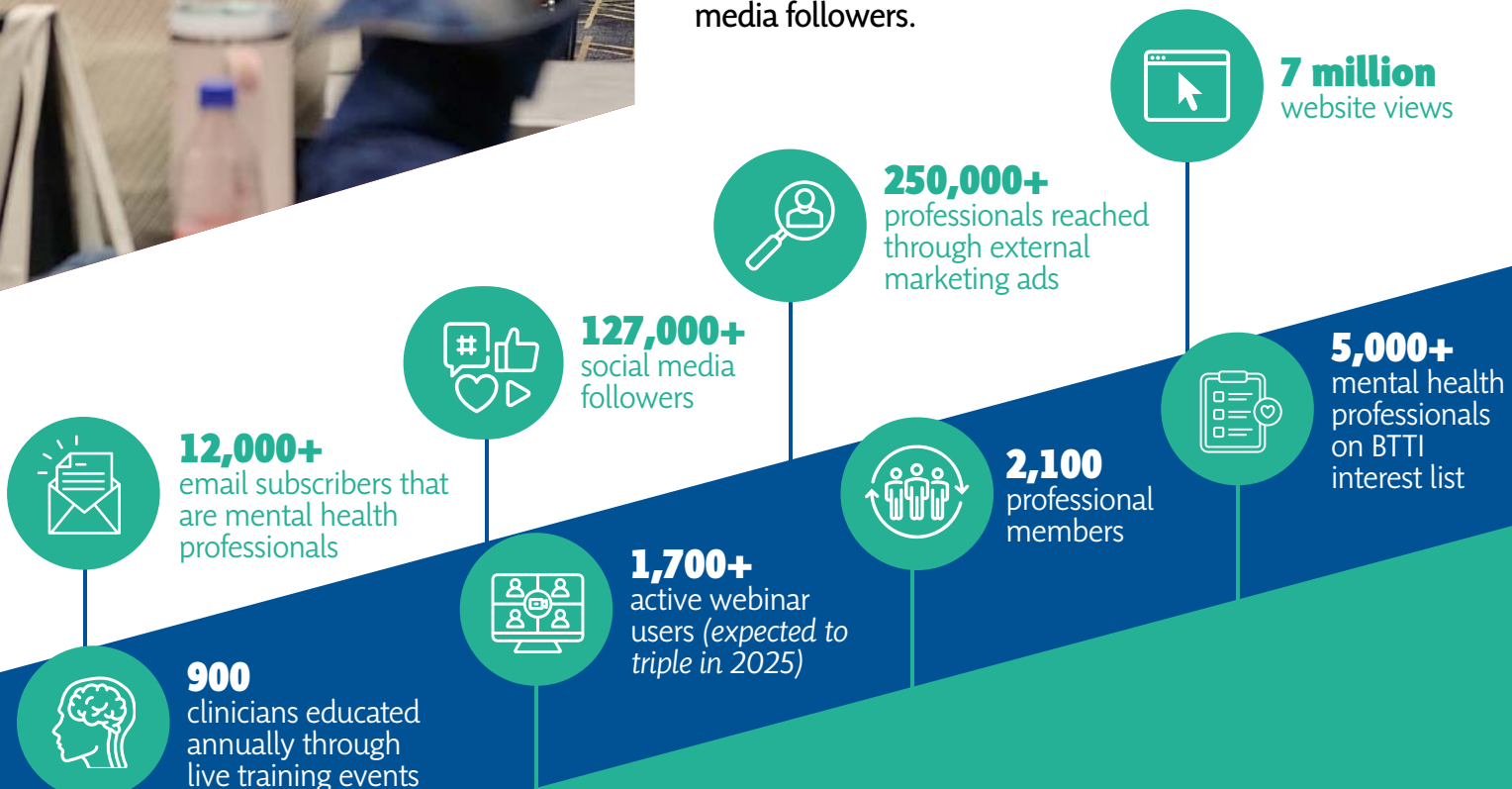


About the Training Institute



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 (BTI), 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

Sponsorship opportunities:

Advanced Forum Sponsorship

The Advanced Forum is a highly demanded three-day event organized by the IOCDF to enhance the clinical skills of mental health professionals who have attended a Behavior Therapy Training Institute (BTI) or a similar level of training. With up to 200 expected attendees, this is a prime opportunity to showcase your brand to a unique and targeted professional audience.

SPONSORSHIP OPPORTUNITIES

	Title \$20,000	Diamond \$15,000	Gold \$10,000	Silver \$5,000
Slots Available	1	2	--	--
Custom sponsor message in training thank you emails to attendees	✓			
Sponsor shoutout in push notifications sent to attendees each day of the Advanced Forum	✓			
Banner advertisement on registration website and virtual platform linking to URL of your choice	✓			
Sponsor recognition in event title on splash screen of mobile app: "2025 Advanced Forum, sponsored by [Your Name]"	✓			
Logo on check in/registration signage	✓	✓		
Complimentary Program Guide advertisement	FULL	HALF		
Exclusive event amenity sponsorship*	✓	✓		
Priority location selection of complimentary exhibit booth	✓	✓	✓	
Featured company listing on mobile app	✓	✓	✓	
Complimentary full Advanced Forum registrations	5	4	3	2
Complimentary exhibit booth	✓	✓	✓	✓
Logo recognition in Program Guide distributed to every attendee	✓	✓	✓	✓
Logo on marketing emails, mobile app, and Advanced Forum registration page with custom information highlighting your organization	✓	✓	✓	✓
Logo recognition on signage throughout hotel	✓	✓	✓	✓
Recognition on TI Impact Report shared with IOCDF Community	✓	✓	✓	✓

*Amenity sponsorship choices:

1. Lunch all three days

Since programming starts at 8am sharp, complimentary lunch is a much-appreciated break for all attendees during a long day of learning. As the Lunch Sponsor, your organization's logo will be prominently displayed on signage throughout the lunch area and on branded napkins each day of the Advanced Forum. Additionally, you will receive sponsor recognition via one (1) mobile app push notification each day of the Advanced Forum, via email leading up to the Advanced Forum weekend, in the event listing for lunch on the schedule.

2. Networking Reception

This Friday evening event is a great opportunity for mental health professionals in all career stages to connect with like-minded Advanced Forum attendees. As the official Networking Event sponsor and co-host, your organization will be recognized with signage throughout the event area, on the invitation to all attendees, and on the Networking Reception event listing on the schedule. Additionally, you will have the opportunity to set up a table with promotional materials and host the event raffle. Your support will provide attendees with drink tickets and appetizers while they mix and mingle at this highly anticipated event.

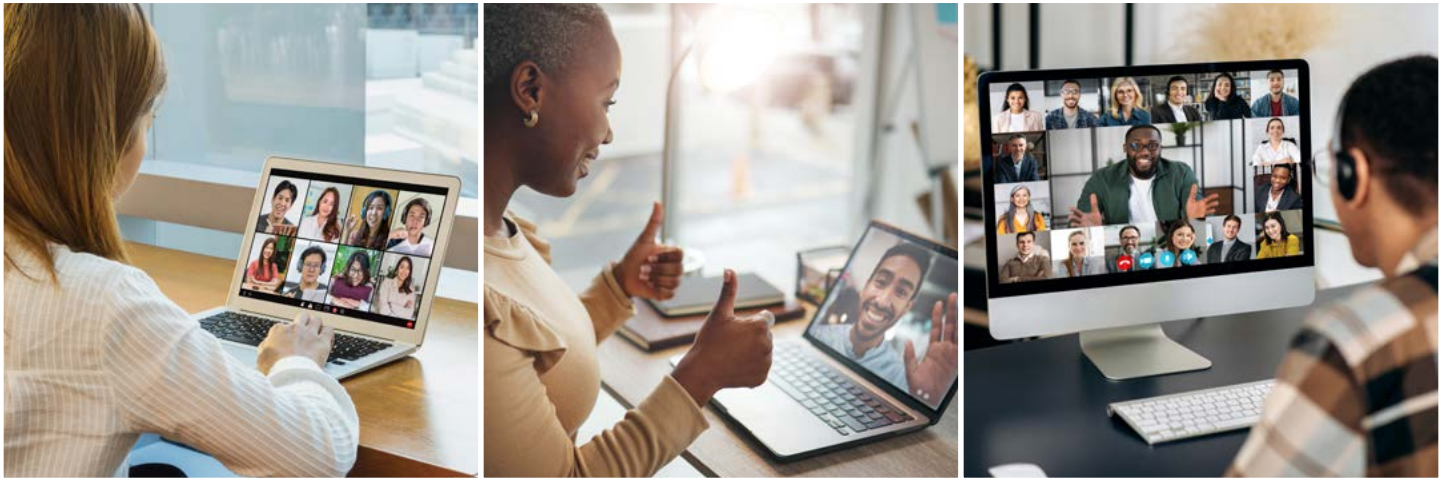
3. Attendee Wi-Fi

Being connected for networking, note-taking, and more is essential at our Advanced Forum. Nearly every attendee will be connecting to the meeting space Wi-Fi and, as the sponsor, your name and branding will be prominently displayed on their mobile devices, tablets, and laptops when they connect each day. In addition, your organization will be featured on Wi-Fi signage throughout the Conference space and in attendee Wi-Fi communications, emails, and the Program Guide.

Online Consultation Group Sponsorship

\$5,000
(per semester)

Our Online Consultation Groups offer web-based, interactive training over the course of three-month semesters that enables clinicians to improve their skills in treating OCD and related disorders. Led by expert faculty from our Behavior Therapy Training Institutes (BTTIs), these small-group sessions provide an ideal opportunity to highlight your brand to a dedicated audience of mental health professionals.



As an Online Consultation Group Sponsor, you will receive the following exclusive benefits:

- Logo in 2025 TI Impact Report shared with IOCDF community
- Logo on logistics and marketing emails sent to attendees and interest list
- Logo on any marketing materials for the event
- Sponsor recognition on Online Consultation Groups web and registration pages with custom information highlighting your organization
- Sponsor recognition in a social media post



Behavior Therapy Training Institute (BTTI) Sponsorship



As a BTTI Sponsor, your branding will be showcased to the thousands of mental health professionals seeking continued education and training in using Exposure and Response Prevention (ERP) to treat OCD through our most in-demand program. Your sponsorship dollars will enable us to expand our BTTI offerings to more professionals, increasing access to quality care.

Our in-person BTTI trainings provide a hands-on opportunity for mental health professionals to gain practical skills, tools, and resources in an interactive setting. Participants can network with peers, engage directly with expert faculty, and immerse themselves in focused learning tailored to the needs of the OCD community. In-person trainings include a general population focus, pediatric focus, and our BTTI for Treating OCD in Communities of Color training for BIPOC clinicians taught by BIPOC faculty.

2025 in-person BTTI Trainings:

- March 7-9 - Portland, OR (*Pediatric*)
 - April 25-27 - Richmond, VA
 - May 16-19 - Memphis, TN (*BTTI for Treating OCD in Communities of Color*)
 - June 6-8 - Houston, TX @ Baylor College of Medicine (*Pediatric*)
- More dates and locations coming soon!*

In-Person BTTI Sponsorship Opportunities

	Diamond \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Slots Available	1	1	--	--
Networking reception for attendees	✓			
Custom feature in 2025 BTTI Impact Report shared with IOCDF community	✓			
Logo on all BTTI attendee badges	✓			
Complimentary registration(s) for staff (<i>waiting list 5,000+</i>)	2	1		
Custom sponsor message in training thank you emails to attendees	✓	✓		
Custom "meet the sponsor" highlight on IOCDF social media (<i>over 127k reach across platforms</i>)	✓	✓		
Logo recognition on BTTI website (iocdf.org/btti)	✓	✓		
Sponsor recognition on session registration page with custom description	✓	✓	✓	
Sponsor recognition in social media post	✓	✓	✓	
Opportunity to exhibit at in-person training event	✓	✓	✓	
Logo on logistics and marketing emails sent to attendees	✓	✓	✓	✓
Logo in 2025 BTTI Impact Report shared with IOCDF's community	✓	✓	✓	✓
Verbal sponsor recognition at the event	✓	✓	✓	✓
Logo on all BTTI event signage	✓	✓	✓	✓
Sponsor recognition on BTTI event page	✓	✓	✓	✓



Virtual BTTI Sponsorship

Our virtual BTTI trainings offer the same high-quality instruction and resources as our in-person sessions, with the added convenience of learning from anywhere. This flexible format makes it easier for professionals to balance training with their busy schedules while accessing expert guidance and comprehensive materials. Along with our general population and pediatric-focused VBTTIs, the IOCDF also hosts the BTTI Virtual en Español, conducted entirely in Spanish.

2025 VBTTI Trainings:

- January 9-13 - Virtual
- February 6-10 - Virtual (*Pediatric*)
- **More dates coming soon!**



Virtual BTTI (VBTTI) Sponsorship Opportunities

	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Custom feature in 2025 BTTI Impact Report shared with IOCDF community	✓		
Custom sponsor message in training thank you emails to attendees	✓		
Custom “meet the sponsor” highlight on IOCDF social media (<i>over 127k reach across platforms</i>)	✓		
Logo recognition on BTTI website (iocdf.org/btti)	✓		
Complimentary registration(s) for staff (<i>waiting list 5,000+</i>)	2	1	
Sponsor recognition in social media post highlighting VBTTIs	✓	✓	
Logo on logistics and marketing emails sent to attendees	✓	✓	✓
Logo in 2025 BTTI Impact Report shared with IOCDF’s community	✓	✓	✓
Verbal sponsor recognition at the event	✓	✓	✓
Sponsor recognition on virtual platform	✓	✓	✓
Sponsor recognition on BTTI event page	✓	✓	✓

BTTI Event Scholarship Sponsor

\$5,000 per training

As the sole scholarship sponsor of a selected BTTI, you will help to provide scholarships that enable clinicians serving underserved populations to access the training, a year of professional membership with the IOCDF, and a listing on the IOCDF resource directory 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. Each training offers scholarships to six eligible clinicians. The sponsorship allows you to showcase your organization with the following benefits:

- Sponsor recognition on BTTI scholarship fund page
- Sponsor recognition in one (1) social media post
- Logo on logistics and marketing emails sent to attendees
- Opportunity to exhibit at in-person training event
- Logo on all BTTI event signage
- Verbal sponsor recognition at the live event
- Recognition on TI Impact Report shared with IOCDF community



Please note that while sponsors do not select the scholarship recipients, we prioritize applicants local to the BTTI host site when making award decisions.



On-Demand Webinar Series Sponsor

\$25,000 *year-long*

SOLD OUT!

The IOCDF is dedicated to increasing access to treatment by providing a comprehensive curriculum of professional training opportunities. Our Training Institute is globally recognized in the OCD and related disorders field, and we are expanding our offerings with a revamped On-Demand Webinar Series that officially launched at our Online OCD Conference in Fall 2024.

As the sole annual sponsor of the On-Demand Webinar Series, your branding will be showcased to thousands of mental health professionals across a growing library of educational webinars. Your sponsorship will help offset the cost of our brand-new learning management system (LMS), which increases access to these educational resources and helps keep the price per webinar low and accessible for all.

With an existing base of over 1,700 active webinar users, this sponsorship will be part of a multipronged marketing effort to expand reach and visibility to our vast audience of more than 250,000 professionals. Our comprehensive marketing plan will enable you to spotlight your brand through our extensive email lists, website visitors, professional membership, and social media followers. With a steady stream of excellent new content and associated sponsor promotions throughout the year, you'll be positioning yourself as a thought leader among the IOCDF's professional audience.

As the official On-Demand Webinar Series Sponsor, you will receive the following exclusive benefits throughout the year:

- Logo recognition on IOCDF website webinar landing page (iocdf.org/webinars) with tracked link of your choice
- Logo recognition on the landing page of the brand-new learning management system (LMS) on which on-demand webinars are hosted
- Video message to LMS users on the landing page within the platform
- Sponsor recognition on webinar course enrollment emails to users
- Sponsor recognition in offering a promotional discount code to new users who signed up during the November 2024 marketing relaunch
- Logo on all webinar marketing emails to clinicians on IOCDF's email list, including Professional and Student/Trainee Members
- Recognition in promotional post on IOCDF social media
- Recognition on marketing toolkit shared by partner organizations
- Sponsor recognition in Training Institute Impact Report shared with IOCDF community