



Spring Renewal: Elevating Excellence Through Professional Development



Connecticut
Counseling Association

A Branch of the American Counseling Association

2024

**Sponsorship
Package**

Mental health plays a vital role in everyone's life. Recent events, including political conflicts abroad, natural disasters, and instances of mass-violence and racial injustice, have further illuminated the need for mental health support services. We are proud to augment the work of Connecticut's counselors, who have remained steadfast and informed in their care for Connecticut residents. Our two annual conferences aim to support them in their labors, and we are inviting you to be a part of that.

The Connecticut Counseling Association's Spring Conference, "Spring Renewal: Elevating Excellence Through Professional Development", is tailored to create space for professional and developing counselors to self-empower through continued education, intentional engagement, and reconnection. This year, the schedule will include three engaging Professional Workshops as well as student poster presentations that specifically focus on Cultural Competence, Mental Health of Veterans & Military Families, and Ethics. Over one hundred mental health counselors, graduate students, professors, and other mental health professionals come together to focus on these salient topics. The dynamic workshops provide terrific learning opportunities for our current and aspiring mental health counselors, who in turn impact the stability and mental wellbeing of hundreds of thousands of Connecticut residents.

This event will take place on Friday, May 3, 2024, at The Courtyard by Marriott Hartford Cromwell, which is located at 4 Sebeth Drive, Cromwell, CT 06416.

We invite you to support Connecticut's mental health counselors at this event by becoming a sponsor today!

Please review our various sponsorship opportunities to identify and select your level of support, which will directly sustain the mission of the Connecticut Counseling Association.

We are excited to partner with your organization, and your sponsorship is greatly appreciated. Please feel free to contact us at ccasponsorships@gmail.com or visit www.ccacounseling.com to learn more about the 2024 Connecticut Counseling Association's Spring conference!

Warmly,

CCA's Conference Planning Committee Co-Chairs:

Karla Troesser (CCA Executive Director), Brett Santo (CMHCA President), and Sarah Evans-Zalewski (CCA Past-President)

Mission

The mission of the Connecticut Counseling Association (CCA) is to support and advocate for counselors and the counseling profession through promoting professional identity, providing opportunities for professional development and networking, and offering resources to better support those we serve.

Strategic Priorities

Professional Identity

Provide clarity in who we are as counselors, why we do what we do and what we have to offer

Professional Development

Provide cutting-edge seminars and events

Networking

Provide frequent high-quality, career-focused connections with fellow professionals

Advocacy

Provide a forum to track current events and trends and share information with key decision-makers

Membership

Develop and implement strategies to increase CCA membership

Sponsorship Levels

PARTNER \$2,000

- Podium time at main stage
- Company logo on all Expo badges
- Company logo on conference program and event website
- Two Sponsorship Mentions on Social Media
- One 6' tables, 4 exhibitor badges
- Four conference registrations, including meals
- Full-page advertisement in event program
- Product or promo item displayed at every attendant seat

COLLABORATOR \$1,000

- Company name mention on main stage
- Company logo on conference program and event website
- One Sponsorship Mention on Social Media
- One 6' table, 3 exhibitor badges
- Three conference registrations, including meals
- Half-page advertisement in event program
- Product or promo item displayed at every attendant seat

FRIEND \$500

- Company logo on conference program and event website
- One Sponsorship Mention on Social Media
- One 6' table, 2 exhibitor badge
- Two conference registration, including meals
- Quarter-page advertisement in event program

EXHIBITOR TABLE \$300

- Company logo on conference program and event website
- One 6' table, 1 exhibitor badge
- One conference registration including meals

****Please note: To take advantage of sponsorship benefits, organization advertisements will need to be provided via email to ccasponsorships@gmail.com by Friday, April 12, 2024****

Further Exhibitor Opportunities

Connecticut Counseling Association members work in a myriad of settings, such as private practice, schools, universities, hospitals, government agencies, and community agencies.

The Exhibit Area will be open throughout the day.
Setup begins at 7:30am.

PROGRAM INSERT \$150

- Submit an 8.5" x 11" advertisement for distribution to all conference attendees!

"TAKE-ONE" TABLE \$100

- If you cannot physically attend, you can still have a presence at our event.
- We will proudly display brochures and business cards at our "Take-One" Exhibitor Table during the conference!

SPECIAL NON-PROFIT DISCOUNTS

- Any non-profit organization may apply for a 25% discount off of any exhibitor/sponsor option.
- Call 888-818-1110 to process this discounted rate.

Your support bolsters the the professional lives of our members and the personal lives of all Connecticut residents