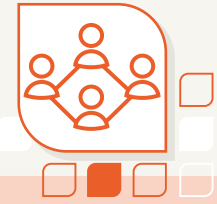
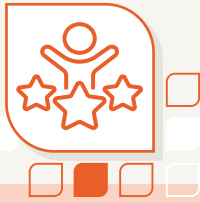


NATIONAL  
COUNCIL  
*for Mental  
Wellbeing*



# *Partnership Program*



## BRANDING

## THOUGHT LEADERSHIP

## NETWORKING

The Partnership Program helps connect organizations with a shared mission and passion for mental health and substance use treatment and services.

### *Extend Your Business Development Strategy*

- Expand your organization’s reach.
- Shape the mental health and substance use treatment field.
- Gain access to the most up-to-date information from the field and receive guidance from leaders who provide insights from the mental health community.



Success for our partners is a success for the National Council as we work together to strengthen our communities and improve outcomes.

*Chuck Ingoglia*

**Chuck Ingoglia**  
President and CEO  
National Council for Mental Wellbeing



## WHO WE CAN HELP YOU REACH

The National Council is committed to helping our members transform their industries from within by providing a platform that connects them with experts, industry partners and solutions to take their organization to the next level.

Our member organizations employ over

**1 million**

staff from community-based treatment organizations across America.

We work with approximately

**75**

State Associations and Health Departments.

We have over

**3,400**

member organizations and are growing. Our efforts serve to amplify yours.

**55,000**

unique monthly visitors to [TheNationalCouncil.org](http://TheNationalCouncil.org).

Reach over

**71,000**

readers with our newsletters.

On average, more than

**97%**

of our members renew each year.

National Council advocacy has reached

**100%**

of the U.S. Congress in the past 12 months.

Network of over

**3.5 million**

Mental Health First Aiders.

Approximately

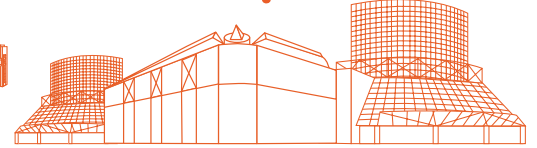
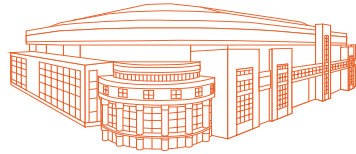
**750**

people attend Hill Day in-person, urging lawmakers to support mental health and substance use treatment initiatives.

# NATCON ..... ATTENDANCE

**5,865**

**5,325**



## CONFERENCE YEAR

**2024**

(St. Louis, MO)

**2023**

(Los Angeles, CA)

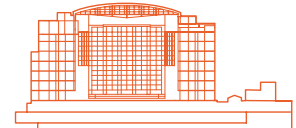
**5,260**

**6,250**

**8,905**

**3,340**

**4,835**



**2018**

(Washington, D.C.)

**2019**

(Nashville, TN)

**2020**

(Virtual)

**2021**

(Virtual)

**2022**

(Washington, D.C.)

## Attend NatCon

The National Council's annual conference, NatCon, is the largest conference for mental health and substance use treatment. Attending NatCon gives you the opportunity to get your name, brand, product or service in front of thousands of health care professionals. Plus, as a National Council Partner, you receive exclusive discounts and benefits at your selected Partner level.

**Look for benefits with  
the NatCon icon for details.**

**NATCON**

**View our NatCon25  
Exhibitor and  
Sponsor Prospectus.**

## PARTNER WITH US

The National Council for Mental Wellbeing's Partnership Program helps connect organizations with a shared mission and passion for mental health and substance use treatment and services. Partners come in all shapes and sizes but are unified by the goal of preserving, strengthening and expanding quality mental health and substance use treatment services for all communities. Become part of this dynamic movement toward excellence and let the National Council connect your brand with our audience of decision-makers and leaders.

### Reach our Audience

#### Branding

- Increase your visibility and brand awareness among the National Council's members.

#### Thought Leadership

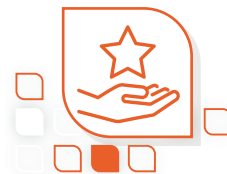
- Advance the mental health and substance use treatment field by contributing and disseminating information, research and knowledge.

#### Networking

- Become part of a nationwide network of treatment organizations and stakeholders contributing to the mental wellbeing of their communities. You will also gain access to powerful tools and resources and get specialized strategic insight and direction from the experts at the National Council.



### Our Members



#### Span the continuum of services.

Our members offer a range of services across the continuum of care – prevention, harm reduction, treatment and recovery. They include community-based mental health and substance use treatment providers, Certified Community Behavioral Health Clinics (CCBHC), Federally Qualified Health Centers (FQHC), hospital, health systems and more.



#### Leaders in mental health.

Our members form the foundation of mental health and substance use services in this country. Collectively serving over 10 million individuals annually, they are innovators and leaders in the delivery of quality care.



#### Solution seekers.

As the mental health and substance use needs in our country continue to rise, our members seek products and solutions that can help them improve the efficiency and effectiveness of their work. They turn to the National Council as a trusted resource for guidance, expertise and recommendations.

## PARTNERSHIP PROGRAM LEVELS

The Partnership Program offers four Partner levels – Bronze, Silver, Gold and Platinum. Partnership levels may include an annual cost structure or have an annual revenue share requirement for your organization. Once a Partnership level has been determined, the Partner commits to the selected tier including all associated benefits and obligations for the current or remainder of the applied for partner year. This commitment ensures continuity and support for our shared goals to strengthen the mental health and substance use system.

NATIONAL COUNCIL  
for Mental Wellbeing

**BRONZE**

**PARTNER**

**\$11,000\***

NATIONAL COUNCIL  
for Mental Wellbeing

**SILVER**

**PARTNER**

**\$33,000\***

NATIONAL COUNCIL  
for Mental Wellbeing

**GOLD**

**PARTNER**

**Cost based on a revenue share  
or similar financial arrangement.**

NATIONAL COUNCIL  
for Mental Wellbeing

**PLATINUM**

**PARTNER**

**Cost based on a revenue share  
or similar financial arrangement.**

*\*Cost (annually) offered at prorated rates when applicable (rolling). Costs may increase each year.*

# PARTNERSHIP PROGRAM REQUIREMENTS



REQUIREMENTS	Bronze	Silver	Gold	Platinum
Organization's mission and vision must align with the National Council's.	✓	✓	✓	✓
Organization shares priorities in the mental health and substance use space with the National Council.	✓	✓	✓	✓
Provide a better than general market price discount to National Council members, to be listed on the National Council's website and in marketing material.	✓	✓	✓	✓
Pay an annual fee.	✓	✓		
Agree to revenue breakdown based on gross sales to National Council members.			✓	✓
Report sales to National Council members to the National Council.			✓	✓
Partner at the Bronze or Silver Level for at least two years.			✓	✓
Exhibited or sponsored at the last two NatCon conferences or sponsored two National Council events/initiatives (e.g., Hill Day).			✓	✓

# PARTNER BENEFIT COMPARISON



	Bronze	Silver	Gold	Platinum
<b>PARTNER COST</b>	\$11,000	\$33,000	TBD	TBD
<b>Partner Benefits</b>				
Inclusion on National Council Partner page	✓	✓	✓	✓
Use of National Council Partner badge	✓	✓	✓	✓
Inclusion on Partner discounts page	✓	✓	✓	✓
Invitation to semi-annual Partners' meeting	✓	✓	✓	✓
Discount on National Council event registration <span style="float: right;">NATCON</span>	✓	✓	✓	✓
Early booth selection at National Council events <span style="float: right;">NATCON</span>	✓	✓	✓	✓
Partner discount for event sponsorship/exhibiting <span style="float: right;">NATCON</span>	✓	✓	✓	✓
Partner recognition in NatCon Exhibit Hall floor plan* <span style="float: right;">NATCON</span>	✓	✓	✓	✓
Partner Logo Included in NatCon Final Program <span style="float: right;">NATCON</span>	✓	✓	✓	✓
Inclusion in Webinar Roundup e-newsletter	✓	✓	✓	✓
Inclusion in quarterly National Council Partner e-newsletter	✓	✓	✓	✓
Demo recording for National Council staff		✓	✓	✓
Invitations to VIP receptions at National Council events		✓	✓	✓
Inclusion in weekly National Council e-newsletter		✓	✓	✓
Partner roundtable discussion with National Council members		✓	✓	✓
Call with National Council executive leadership		✓	✓	✓
Invitation to Emerging Trends learning series		✓	✓	✓
NatCon Discussion Dens <span style="float: right;">NATCON</span>			✓	✓
Webinar collaboration			✓	✓
Access to National Council member list			✓	✓
Retargeting digital banner ads			✓	✓
Blog contribution			✓	✓
Presentation at NatCon <span style="float: right;">NATCON</span>				✓
Recognition at events <span style="float: right;">NATCON</span>				✓
Introduction of Premiere Presentation at National Council event				✓
Marketing emails to National Council members				✓
Exclusivity on service line				✓
CCBHC collaboration				✓

**\*Only for Partners that have an Exhibit.**



## BRONZE BENEFITS

### 1. Inclusion on the National Council Partners Page

National Council Partners will be listed on our [Partners Page](#), along with their company description and any discounts offered to National Council members (if applicable). Throughout the year, National Council members will be encouraged to check out this page to learn more about our Partners. **Note:** Partners are welcome to provide a brief video of no more than three minutes that will be posted alongside their company description.

### 2. Use of National Council Partner Badge

National Council Partners will receive a National Council designed partner badge commensurate to their onboarding partner level. Partners can use this badge on their website or any materials to represent their affiliation with the National Council.

### 3. Inclusion on the National Council Partner Discounts Page

National Council Partners are asked to provide a better-than-market discount to National Council members. This discount will be featured on our dedicated discounts page and the page will be promoted directly to National Council members for added visibility.

### 4. Invitation to The National Council's Semi-annual Partners Meeting

The National Council's Partners Meeting includes presentations from National Council Leadership and other industry leaders on the latest policy updates, program activities and market trends relevant to mental health and substance use treatment.

NATCON

### 5. National Council Event Registration Discount

National Council Partners are eligible to receive the same registration discount offered to National Council members for all applicable National Council events.

NATCON

### 6. National Council Event Early Booth Selection

National Council Partners are given bonus priority points for early selection of their booth location during in-person exhibitor events.

NATCON

### 7. Discount on National Council Event Sponsorship and Exhibiting Opportunities

All Partners receive a special Partner rate on sponsorship and exhibiting opportunities at all National Council events. More information on [sponsorship and exhibiting opportunities](#) can be found in event-specific brochures.

### 8. Recognition on the NatCon Exhibit Hall Floor Plan as a National Council Partner (Online)

All Partners that have an Exhibit Hall booth will be designated as a National Council Partner in the online Exhibit Hall floor plan and the event mobile app. Partners will also receive a special National Council Partner sign to display at their booth.

### 9. Partner Logo Included in NatCon Final Program

All Partner logos will be included in the “Thank You to Our Partners” page in the printed final program. **Note:** Partners that join the Partner Program immediately before NatCon may not be included in the printed version.

### 10. Monthly Inclusion of Upcoming Partner Webinars in National Council Webinar Roundup E-newsletter

The National Council Webinar Roundup e-newsletter is a weekly email disseminated to the National Council’s email list of more than 71,000 stakeholders, promoting upcoming webinars and other virtual engagements. Each month, partners may provide registration details for one webinar opportunity they would like to highlight.

### 11. Discounts on MHFA Training and Other National Council Products

National Council Partners have access to the National Council Member discount for all [MHFA Instructor trainings](#) and [MHFA at Work](#). Partners also have access to the National Council Annual Member Insights Report, which provides financial and descriptive data and data segmentation to enable benchmarking and a spotlight on market data insights spanning three years. Partners can [purchase the report](#) and receive a 15% discount at checkout.

### 12. Quarterly National Council Partners E-newsletter Sent to Our Network

Each quarter, the National Council produces a National Council Partners e-newsletter that provides information about each of our Partners to our wide audience. Each Partner has the opportunity to provide language for the newsletter, with a word count commensurate to their Partner level.



## **SILVER BENEFITS**

### **1. Organization Demo Recording for National Council Staff**

The National Council's work extends across many domains such as quality improvement, policy and advocacy, public education and thought leadership, all led by our talented staff. Partners are invited to record a demo or presentation (no longer than 45 minutes) describing their company and services to inform National Council staff about opportunities to integrate our Partners into National Council work.

### **2. Invitations to VIP Receptions at National Council Events**

National Council Partners will receive two invitations to all VIP receptions at National Council events. These receptions are planned to convene key mental health and substance use treatment stakeholders such as National Council board members, state association executives, leaders among National Council members and other system stakeholders. Note: Not all National Council events include VIP receptions.

### **3. Inclusion in Mental Wellbeing Weekly**

The National Council's Mental Wellbeing Weekly newsletter is our leading source of information across the mental health and substance use treatment fields, reaching an audience of more than 71,000 readers. Your organization's logo, description and discount offering (if applicable) will be featured on a rotating basis.

### **4. Participation in a Partner Roundtable Discussion**

Partners are invited to participate as thought leaders in this one-hour, National Council-facilitated Roundtable Discussion centered on various clinical, financial, operational and administrative issues that impact the mental health and substance use treatment fields. Partners will select a specific topic area for discussion and a small group of National Council members and mental health and substance use treatment leaders will be invited to participate in a robust discussion with each other and the Partner.

### **5. Annual Call with the National Council's Executive Leadership Staff**

Partners can connect with a member of the National Council leadership team of their choosing for an in-depth discussion on important market trends and other considerations that can impact Partner goals and strategies.

### **6. Emerging Trends Learning Series**

Partners are invited to join our interactive sessions led by National Council staff, where you'll dive into key topics and emerging trends in mental health. Each session will provide a comprehensive overview, allowing you to grasp the foundational aspects of the subject and keep you informed about the latest developments in the field.

## **GOLD BENEFITS**

NATCON

### **1. Participation in NatCon Discussion Dens**

Partners will have the opportunity to provide one-on-one, 30-minute consultations sharing their expertise with interested members at NatCon. The consultation can cover services specific to the Partner or general topics drawing on your expertise. NatCon attendees can sign up for a free, one-on-one, 30-minute consultation with a Gold or Platinum Partner.

### **2. Webinar Collaboration**

Gold Partners collaborate with the National Council to develop, produce and disseminate one webinar each year on a topic jointly chosen by the Partner and the National Council. National Council staff will participate as presenters on the joint webinar, upon request.

### **3. Receive the National Council Member List (Quarterly)**

Partners receive a full list of all current National Council members quarterly, including each organizations' name and mailing address.

### **4. Retargeted Digital Banner Ads (One Annually)**

Retargeted digital banner ads will run across the internet and display to users who have visited either the National Council or the NatCon website. Banners will run for one month (30 days) of the Partner's choosing, if the month is available. After a 30-day run, a report will be sent to the Partner. Available once per year.

### **5. Q&A Blogpost Series: "Perspectives" (One Annually)**

Partners will select a member of their staff to contribute to a National Council blog post series, "Perspectives," which elevates the thought leadership and expertise of our Partners. Each post will include a seven question Q&A on a particular topic and will be published on the [National Council BH365 page](#). Partners will have the opportunity to contribute to one blog post.

## PLATINUM BENEFITS

NATCON

### 1. Opportunity to Present at NatCon

The National Council's annual NatCon conference attracts thousands of stakeholders across mental health, primary care and public health, including clinicians, C-suite staff, government representatives, foundation leaders and more. Partners have the opportunity to present, facilitate or moderate at least one breakout session on mutually agreed-upon topics. Session(s) must include Partner's clients as featured presenters and be educational in nature. Partners will not receive session attendee contact information.

NATCON

### 2. Recognition as a National Council Platinum Partner at National Council Events

Platinum Partners receive special recognition at all National Council events that indicate their status on the event website and with special signage at the conference, including aisle floor sticker at their booth.

### 3. Introduction of Premiere Presentation at a National Council Event

Platinum Partners receive special recognition at all National Council events, with perks that indicate their status on the event website and special signage at the conference, including an aisle floor sticker at their booth. Events outside of NatCon may include Hill Day/Policy Institute, Wellbeing Wednesday and the annual membership meeting.

### 4. Marketing-oriented Emails to the National Council's Member List

The National Council's Member list includes contacts at all our member organizations. Partners will identify the focus of emails and collaborate with National Council staff to finalize language and design. This benefit includes three "standalone" emails to the Member list that contain only marketing material.

### 5. Exclusivity of Partnership Domain Based on Service Line

Exclusivity in Partner-level status based on service provision. Partner organization would be considered the "Official National Council Platinum Partner of XXXXX Services."

### 6. Certified Community Behavioral Health Clinic (CCBHC) Expansion Collaboration

National Council Platinum Partners will be positioned as key supporters of CCBHC implementation and expansion. This includes:

- » Partner listing on the Success Center website as a featured partner on the Implementation Support page.
- » Partner offerings or products for CCBHCs embedded throughout the Implementation Support page.
- » One joint webinar targeted directly at prospective and current CCBHCs.

## About the National Council for Mental Wellbeing

Founded in 1969, the National Council for Mental Wellbeing is a membership organization that drives policy and social change on behalf of nearly 3,400 mental health and substance use treatment organizations and the more than 10 million children, adults and families they serve.

We advocate for policies to ensure equitable access to high-quality services. We build the capacity of mental health and substance use treatment organizations. And we promote greater understanding of mental wellbeing as a core component of comprehensive health and health care.

Through our Mental Health First Aid program, we have trained more than 3.5 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

NATIONAL  
COUNCIL  
for Mental  
Wellbeing



**Ready to Partner with us?**

**Complete the [online interest form](#).**

*When your information is received, a staff member from the National Council Partnership Program will reach out to confirm your Partner level and benefits and formally invite you into the Partnership Program.*

**Questions? Contact**  
**[Partners@TheNationalCouncil.org](mailto:Partners@TheNationalCouncil.org)**