BE BOLD.
BE A COUNSELOR.
BE AN LPCC.

THE CALIFORNIA ASSOCIATION FOR LICENSED PROFESSIONAL CLINICAL COUNSELORS
mission, vision and goals,
Understand who we are and what we do
Where does your money go and what do we do with it

Sponsorship
Organization Sponsorship
Event Sponsorship

Advertising
CALPCC Quarterly Magazine
CALPCC Website and Emails
Employment Listings

tax deductibility
How are your donated funds treated for tax purposes?
Dear Supporter,

The California Association for Licensed Professional Clinical Counselors (CALPCC) has operated since 2009 as an organization committed to advocating for the needs of Licensed Professional Clinical Counselors, associates, and students across the state of California. With an extensive history prior to the start of what is known today as CALPCC, this organization has worked to secure the LPCC license designation in this state as a way to ensure that ALL residents have access to a mental healthcare workforce that is held to the highest of ethical and educational standards. CALPCC has just over 1000 members and has been growing by leaps and bounds in its short time in existence. With new portability rules, we are expecting exponential growth of LPCC’s in the state of California. As the profession grows across the state, so will CALPCC.

A little later in this prospectus, you will get a chance to read a bit more about how CALPCC works to achieve its goals in advocating for our members at the state and federal level, encouraging ongoing educational pursuits, and adhering to strong ethical standards in practice. I would ask that you pay extra attention to our mission, vision, and goals of the organization for these are our guiding principles. These principles are what run our association and inform our partners who we are and how we operate. These principles also create a culture of accountability to those that we serve and those that we work with.

Also in this prospectus, you will get an idea of how your organization can help us achieve our goals. Your contributions may be tax deductible. You will see that there are four ways that you can get involved. You may choose to become an association sponsor, a conference sponsor, become an affinity partner, or advertise on our site and through email communications with members.

We sincerely hope that you will (or continue to) partner with us as we march forward in growing the association.

Thank you,

Kenneth F Edwards, MA LPCC (CA 4311) (IL-LCPC)
Executive Director
Mission, Vision, and Goals

VISION
To provide leadership for legislative, advocacy and promotional efforts on behalf of Licensed Professional Clinical Counselors (LPCC) in California.

MISSION
To build and support the recognition and effective utilization of Licensed Professional Clinical Counselors (LPCC) in California as distinct and valuable providers within the clinical mental health profession.

GOALS
· To provide on-going protection for LPCCs through legislative action, regulatory advocacy and organized contact with California legislators.
· To protect consumers of counseling services in California by continuing to strengthen qualifications and ethical practice standards for LPCCs in California.
· To promote the understanding and visibility of LPCCs to the public.
· To represent LPCCs at meetings of the Board of Behavioral Sciences and statewide coalitions of mental health providers.
· To serve and represent the common professional and business interests of LPCCs to ensure parity with other licensed mental health professionals.
· To provide relevant information to LPCCs regarding legal, ethical, business or practice concerns, and trends and legislation at the national level.
· To provide community building and professional development for LPCCs through workshops, conferences and virtual methods of communication.
· To include the expertise and advice on legislative/advocacy issues from the various counseling specialties to enhance the common good for all LPCCs and the counseling profession in California.
Advertising with CALPCC

It is important that your organization be represented well on our site and to our members. Previous advertisers have enjoyed a steady flow of traffic from LPCCs interested in their product or service. We provide multiple ad, placement and term options and discounts to choose from. Through our team, you will be able to manage all aspects of your ad campaign from changing content to purchasing additional time or space.

General

We provide the following options:

Prime Home Page Banner Placement
1 Month Term ............................................ $1150
3 Month Term ............................................ $2100

Secondary Home Page Placement: Logo + 1-2 sentence description
3 Month Term ............................................ $1150
6 Month Term ............................................ $2400

Small Square: 250 x 250px
6 Month Term ............................................ $325
12 Month Term ........................................ $585 (save 10% by purchasing for the year)

Large Rectangle: 300 x 270px + 3-4 sentence description
6 Month Term ............................................ $1150
12 Month Term ........................................ $2100 (save $200 by purchasing for the year)

*Small Square and Large Rectangle ads will be placed on Member, Graduate Course/Program, Continuing Education, and Exam Prep provider pages. Our team will work with you to determine the best placement.

Employment

Have a position you’re looking to fulfill? Get your employment opportunities in front of our members by advertising on our members-only ‘Hot Jobs’ page! Employment listings are also sent out to our members directly 1x per month via email. Rates are shown below:
1 Month = $175 / 6 Month = $500 / 12 Month = $900

Multiple Ad Discount
Purchase 2 or more ads to run on different pages during the same term, and we’ll provide an additional 10% discount. Clinical and Affiliate Membership Discount 20% off of published rates.

Note: Organizations are responsible for their own creative content. CALPCC has a private contractor that can help with content creation and logos at market rates.
Becoming a Sponsor at CALPCC

Many of our supporters just want to show that they are behind the growth of the profession and of the organization. As a sponsor, your funds are used for the general operation of the organization and special projects that come up. We use these funds to keep our technology running, hiring paid contractors and staff, and ensuring that we are able to keep to the mission and vision of advocating for licensees and ensuring access to mental health care for those communities that need it most.

Check out our sponsorship levels below and give where you can.

CALPCC Premier Sponsor $10000
1 Year Premier Presence on CALPCC.org listed as Presenting Sponsor with logo and site link.
Access to CALPCC Membership Active Members list for 2 approved outreach opportunities
12 Month Large Ad on CALPCC.org advertising product or service
Large Ad (x4) in Quarterly Magazine distributed to all members
4 Webinar opportunities
5 included 1-year CALPCC memberships for your organization’s members

CALPCC Advocate Sponsor $7500
1 Year Premier Presence on CALPCC.org listed as Sponsor with logo and site link.
Access To CALPCC Membership Active Members list for 1 approved outreach opportunity
6 Month Large Ad on CALPCC.org advertising product or service
Large Ad (x2) in Quarterly Magazine distributed to all members
2 Webinar opportunities
3 included 1-year CALPCC memberships for your organizations members

CALPCC Education Sponsor $5000
1 Year Presence on CALPCC.org listed as Sponsor with logo and site link.
6 Month Large Ad on CALPCC.org advertising product or service
Large Ad (x1) in Quarterly Magazine distributed to all members
1 Webinar opportunity
2 included 1-year CALPCC membership for your a member of your organization
ADVERTISE WITH CALPCC QUARTERLY

CALPCC's most highly anticipated publication, the CALPCC Quarterly is distributed four times a year to all of CALPCC members, student databases and partner organizations.

Increase your reach and visibility by advertising with us - getting your organization from and center for new and returning customers.

SIMPLE AND STRAIGHTFORWARD PRICING

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>400</td>
<td>$200</td>
<td>$125</td>
</tr>
</tbody>
</table>

ADVERTISING SPECIFICS

ALL ADVERTISING MUST BE APPROVED BY CALPCC TO ENSURE TO BEST FIT FOR THE ASSOCIATION. ADS MAY INCLUDE CLICKABLE LINKS, LOGOS, ETC.

PRICES REFLECTED ARE PER CALPCC QUARTERLY ISSUE. CONTACT US FOR ANNUAL PRICING.

RATE DOES NOT INCLUDE CREATIVE ASSISTANCE. ALL ADS MUST COME WITH COMPLETE ARTWORK AND CONTENT.

CALPCC CLINICAL AND LIFETIME MEMBERS WILL RECEIVE 20% OF POSTED PRICES.

Click to read our latest issue
$2500 Presenting Sponsor
At our premier level of sponsorship, your organization has recognized that CALPCC is on a growth trend and has been doing great work. This level supports all operations and projects at CALPCC and wishes to become an ongoing partner to ensure that advocacy continues at the highest level for LPCCs across California.
Benefits:
- Large logo in all event materials and recognition in online conference program
- Announcement, description and highlight at outset of live event
- Logo and Links in post-event communication
- Social media Recognition

$1,000 Supporting Sponsor
This level would support our expansion of educational related resources for this event and our ongoing goal of bringing our programming to those unable to be there in person.
Benefits:
- Medium logo in all event materials and recognition in online conference program
- Announcement, description and highlight at outset of live event
- Logo and Links in post-event communication
- Social media Recognition

$450 Event session sponsor
Session sponsors will be announced with a spoken “commercial” at the beginning of each session with attention to any links or products available. Session sponsors use this opportunity to gain exposure with students, associate level pre-licensees, and fully licensed clinicians for job opportunities, training placements, etc.
Benefits
- Medium logo displayed on screen prior to session
- Commercial at the beginning of session
- Logo and Links in post-event communication
- Social Media Recognition
Your support for CALPCC goes a long way.

With your support through sponsorship, advertising, and partnership, CALPCC is able to fund:

- the expansion of our initiatives to stay on the cutting edge of developments in the field of counseling and psychotherapy,
- building a diverse workforce that reflects the communities that we serve,
- providing ongoing educational opportunities for members to learn and grow in the profession,
- advocacy at the state level, and
- investment in technology.

Your support in our virtual symposia allows us to:

- Provide access to discounted continuing education credits for participants
- Provide a space for students and pre-licensed individuals to network and learn about licensing
- Cover administrative costs associated with the conference.
Tax Deductibility

The California Association for Licensed Professional Clinical Counselors is set up as a nonprofit 501(c)(6) corporation. Like a 501(c)(3) entity, no part of our net earnings goes to the benefit of any private shareholder or individual and the organization is exempt from paying federal taxes. However, unlike a 501(c)(3), we are not a charitable organization but rather a professional association, created for the purpose of promoting the interests of the LPCC profession.

As we are not a 501(c)(3) charitable organization, contributions that you make to us will not qualify as charitable contributions for tax purposes. However, these payments may be tax deductible as trade or business expenses if they are ordinary and necessary in the conduct of your business. We suggest that you contact your accountant to determine if the payments you make to CALPCC qualify for a tax deduction. We strive to be transparent and compliant in all we do and will provide you with all necessary documentation and information required to support your contribution.
get started with us today

For more information and to get started, contact us at Sballard@calpcc.org