



CALPCC 2026 Sponsorship Prospectus

**LPCC 2026: The Profession,
The Path, The Possibilities**



California Association for Licensed
Professional Clinical Counselors



Date:
Student Symposium: October 16, 2026
Conference: October 17-18, 2026
Fresno, California



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Why Partner with CALPCC

About Us

The California Association for Licensed Professional Clinical Counselors (CALPCC) is the statewide professional home for LPCCs. We support the full pathway, from student to licensed clinician, through advocacy, education, workforce development, and professional community.

LPCC 2026:

Bringing together the counseling pipeline:

- Undergraduate students exploring the profession
- Graduate students preparing for practicum and licensure
- Associates navigating supervision and employment
- Licensed LPCCs across diverse practice settings
- Educators shaping the next generation of clinicians
- Employers and systems leaders recruiting talent

By sponsoring LPCC 2026, you are investing in:

Workforce development across California

Long-term brand trust within a professional community

Access to a highly engaged, mission-driven audience

Recruitment visibility at every stage of the pipeline

Influence in the future of clinical counseling

Event Overview

LPCC 2026: The Profession, The Path, The Possibilities

Student Symposium

October 16, 2026

This dedicated symposium is designed to support counseling students and early-career clinicians as they navigate the critical transition from education to professional practice. The day focuses on providing clear guidance on educational pathways, licensure requirements, practicum experiences, and early career opportunities.

Welcoming Event

October 16, 2026

Conference and Student Symposium attendees, along with our presenters, vendors, and sponsors, are warmly invited to join us for a special evening of connection and community at the Fresno Chaffee Zoo. This networking event offers a relaxed and engaging environment where attendees and industry partners can build meaningful relationships while enjoying one of Fresno's most unique venues. Attendees are also welcome to bring friends and family members to share in this memorable experience. Expect an evening of conversation, collaboration, and fun as we strengthen professional connections, exchange ideas, and celebrate the LPCC community together.

Conference

October 17-18, 2026

This two-day conference centers on clinical excellence across settings, including:

- Community mental health
- Schools and higher education
- Hospitals and integrated care
- Substance use treatment
- LGBTQIA+ affirming care
- Neurodivergent-affirming practice
- Trauma-informed care
- Innovation and AI in counseling
- Ethics, supervision, and leadership

Audience Snapshot

100+ Student Symposium participants

200+ Conference attendees

Statewide representation

High engagement in CE programming

Strong recruitment interest across sectors

Who Attends

- Students on LPCC track
- Undergraduate students
- APCCs
- LPCCs
- University Faculty
- Practicum Sites
- Employers & Recruiters

What Sponsors Gain:

- Direct access to California's LPCC workforce
- Meaningful engagement across multiple event days
- Thought leadership opportunities
- Brand visibility in education-centered spaces
- Long-term relationship building

Hybrid Access & Statewide Reach

CALPCC is committed to accessibility across California. While LPCC 2026 is a person gathering, select conference content will be recorded and made available virtually to CALPCC members who are unable to attend in person.

This Hybrid Access Model:

- Expands sponsor visibility beyond the in-person attendees
- Extends the lifespan of conference programming
- Ensures equity of access for members across geographic regions
- Provides additional brand exposure in post-event communications



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Educational Programming Opportunities

CALPCC offers two structured engagement formats. All sponsor-led sessions must be educational and aligned with CALPCC's mission and ethical standards.

Workshop Sessions (CE-Eligible)

Length: 30 - 60 minutes

CEUs: Yes (Free to attendees)

These educational sessions:

- Provide substantive clinical, ethical, supervisory, or professional development content
- Meet CE documentation requirements
- Are reviewed and approved by CALPCC
- Must remain educational rather than promotional

Workshops typically receive strong attendance due to free CE access.

Discussion Session (Non-CE)

Length: 30 - 60 minutes

CEUs: No

These interactive sessions:

- Encourage professional dialogue
- Focus on timely topics, workforce issues, recruitment, or innovation
- May introduce services within an educational framework
- Are shorter and conversational in tone

Ideal for recruitment conversations and thought leadership.

All sponsor-led content is subject to CALPCC review and approval to ensure educational integrity.



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2026 Sponsorship Prospectus

Sponsorship Packages

Platinum Partner

\$25,000

Premier statewide visibility & year-round engagement:

- Premium logo placement on all event materials (website, signage, slides, selected emails)
- Prime exhibitor table placement (3 days)
- 8 conference registrations
- 10-minute main stage address
- 3 educational sessions (Workshops and/or Discussion formats across multiple days)
- 2 dedicated sponsored emails to CALPCC members
- 2 post-conference webinars hosted and promoted by CALPCC
- Featured social media promotions + story feature (minimum of 5 posts)
- Highlighted recruitment visibility during Student Symposium
- Recognition during opening and closing remarks
- Premium swag bag placement

Gold Partner

\$20,000

- Prominent logo placement on all event materials
- Exhibitor table (3 days) with preferred placement
- 6 registrations
- 2 educational sessions (Workshops and/or Discussions across multiple days)
- 1 dedicated sponsored email
- 1 post-conference webinar
- Priority swag bag placement
- Social media promotion (minimum of 4 posts)
- Stage recognition

Silver Partner

\$10,000

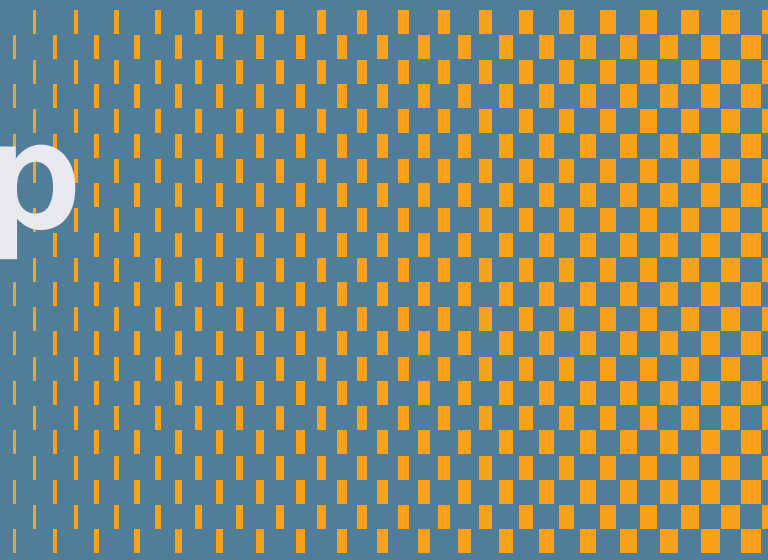
- Featured logo placement on all event materials
- Exhibitor table (3 days) with enhanced priority placement
- 4 registrations
- 1 guaranteed educational session (Workshop or Discussion session)
- 1 dedicated sponsored email to CALPCC members
- Social media recognition (minimum of 2 posts)
- On-stage sponsor recognition
- Swag bag insert

Bronze Partner

\$5,000

- Logo placement on all event materials
- Exhibitor table (3 days) with priority placement
- 3 registrations
- 1 guaranteed discussion session
- Swag bag insert
- 2-3 social media posts
- Recognition in opening or closing remarks
- Inclusion in pre- and post-event emails

Sponsorship Packages



Education / University Partner

\$7,000

Designed for LPCC graduate programs and Undergraduate mental health programs

- Exhibitor table (3 days) with priority placement
- 3 registrations
- Logo on website + event signage
- University spotlight email to members
- Inclusion in pre-event and post-event emails
- Optional student-focused discussion session
- Free admission for your students to the Student Symposium
- 15% conference discount for your students, additional if they are student members
- Recognition as Education Partner
- Featured in student-facing communications

Exhibitor Table

\$1,000

- 3-day exhibitor table
- 2 registrations
- Logo on website (exhibitor section)
- Inclusion in pre-event "Who's Attending" email
- Inclusion in post-event thank-you email
- 1 social media thank-you post
- Swag bag insert

Snack Sponsor

\$2,500

- Signage at snack/break stations
- Logo on website + signage
- Mention in sponsor thank-you email
- Swag bag insert



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We Value Accessibility

We want you there!

CALPCC is committed to accessibility and inclusion. We believe that aligned partners strengthen the LPCC community across California.

If sponsorship costs present a barrier, we welcome conversations about customized participation. Your presence matters, and we are committed to creating pathways for meaningful partnership.

All sponsor sessions must be educational in nature and aligned with CALPCC's mission and ethical standards. CALPCC reserves the right to review and approve all materials and presentations. Attendee contact information is shared on an opt-in basis only.



Key Dates

Sponsor Commitment Deadline: August 01, 2026

Logo & Asset Deadline: August 05, 2026

Exhibitor Registration Deadline: August 05, 2026

Request your Discounted Hotel Rate: August 05, 2026

Symposium & Conference Dates: October 16-18, 2026

We would be honored to partner with you for LPCC 2026. For sponsorship conversations, customizations, or questions:

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