PARTNERSHIP PROGRAM
PARTNER WITH US FISCAL YEAR 2021
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 addictions 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 addiction services for all communities.

Through the Partnership Program, you’ll achieve your organization’s strategic goals by increasing your visibility and communicating key information to the National Council’s extensive network. You will also gain access to powerful tools and resources and get specialized strategic insight and direction from the experts at the National Council.

Become part of this dynamic movement toward excellence.

When you partner with the National Council, you will:

**INCREASE** your visibility and brand awareness among the National Council’s network.

**ADVANCE** the mental health and addictions field by contributing and disseminating information, research and knowledge.

**BECOME** part of a nationwide network of providers and stakeholders contributing to the mental health of their communities.

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**About the National Council for Mental Wellbeing**

The National Council for Mental Wellbeing is the unifying voice of America’s health care organizations that deliver mental health and addictions treatment and services. Together with our 3,381 member organizations, employing over 800,000 staff and serving over 10 million adults, children and families living with mental illnesses and addictions, the National Council is committed to all Americans having access to comprehensive, high-quality care that affords every opportunity for recovery.
To be a part of the National Council Partnership Program, fill out the application at [www.thenationalcouncil.org/partnerprogram](http://www.thenationalcouncil.org/partnerprogram).

After you apply to the Partnership Program a National Council staff member will confirm your application has been received. Upon review of your application, a National Council staff member will contact you about your application status, selected benefits and next steps. The Partnership Program membership year runs from October 1, 2020 – September 30, 2021.

### What the Partnership Program Includes

**Partnership 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, there are minimum requirements the Partner must abide by.

<table>
<thead>
<tr>
<th>Partnership Level</th>
<th>Cost*</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze Partner</td>
<td>$10,000*</td>
<td>Based on a revenue share percentage determined by current annual sales to National Council members.*</td>
</tr>
<tr>
<td>Silver Partner</td>
<td>$30,000*</td>
<td>Based on a revenue share percentage determined by current annual sales to National Council members.*</td>
</tr>
</tbody>
</table>

*Cost (annually); offered at prorated rates when applicable (rolling)
# Partnership Program Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
<th>Regularity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company’s mission and vision must align with the National Council’s.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Share company’s priorities in the mental health and addictions space with the National Council staff.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Annually</td>
</tr>
<tr>
<td>Provide a better than general market price discount to National Council members, listed on the National Council’s website.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
<tr>
<td>Pay an annual fee.</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>Annually</td>
</tr>
<tr>
<td>Agree to revenue breakdown based on gross sales to National Council members.</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>Annually</td>
</tr>
<tr>
<td>Minimum $100,000 in annual sales to National Council members.</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>Annually</td>
</tr>
<tr>
<td>Minimum $4,000,000 in annual sales to National Council members.</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>Annually</td>
</tr>
<tr>
<td>Report sales of National Council members to the National Council.</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>Quarterly</td>
</tr>
<tr>
<td>Partner at the Bronze or Silver Level for at least two years.</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>n/a</td>
</tr>
<tr>
<td>Exhibited or sponsored at the last two NatCon conferences or sponsored two National Council events/initiatives (e.g. Hill Day).</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>n/a</td>
</tr>
</tbody>
</table>
Partnership Program Class Level Benefits

As a Partner you have access to two types of benefits – Base Benefits and Perk Benefits.

- **Base Benefits** are automatic benefits that all Partners receive.
  - Featured logo on the National Council website listing your Partnership level.
  - Special “Official National Council Partner” logo for use on your website, email signature and organization material (commensurate with Partner level).
  - Participation in the National Council’s spring and fall Partners’ meeting.
  - Networking opportunities at NatCon, Board Meetings and Hill Day.
  - Exclusive discounted NatCon registration and early selection of Exhibit Hall booth location.
  - Access to 50+ National Council webinars offering tools and resources on clinical, administrative, marketing, HIT and other topics, with live Q&A opportunities.
  - Rotating inclusion in the National Council’s weekly BHive e-newsletter featuring your company logo.

- **Perk Benefits**
  - Each Partner level can take advantage of different Perk Benefits based on their Class Levels. Within these Class levels, organizations can select the Perk Benefits that are most helpful to achieve their goals.
  - Select your preferred Perk Benefits when you apply and they will be approved at the same time you receive approval for your selected Partner level. We will replace any NatCon-related benefits that we are unable to provide due to COVID-19 restrictions with a commensurate benefit.

<table>
<thead>
<tr>
<th>Partner Level</th>
<th>Class A</th>
<th>Class B</th>
<th>Class C</th>
<th>Class D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bronze</td>
<td>All Benefits</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Silver</td>
<td>All Benefits</td>
<td>All Benefits</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Gold</td>
<td>All Benefits</td>
<td>All Benefits</td>
<td>All Benefits</td>
<td>—</td>
</tr>
<tr>
<td>Platinum</td>
<td>All Benefits</td>
<td>All Benefits</td>
<td>All Benefits</td>
<td>All Benefits</td>
</tr>
</tbody>
</table>
CLASS LEVEL A (BRONZE, SILVER, GOLD AND PLATINUM PARTNER LEVELS)

• Ad placement in a National Council event (e.g., Hill Day or NatCon)
  » National Council events attract thousands of stakeholders across the mental health, addictions and primary care landscape. An approved ad that is clearly visible to all attendees will be placed within the event.

• Invitation to the National Council’s Semi-Annual Partnership Program Town Hall
  » The National Council’s Partnership Program Town Hall is a virtual event that includes presentations from National Council Leadership and other industry leaders on the latest policy updates, program activities and market trends relevant to behavioral health.

CLASS LEVEL B (SILVER, GOLD AND PLATINUM PARTNER LEVELS)

• Recognized sponsor of one issue of a National Council e-newsletter
  » Exclusive recognized sponsor for a single issue of the BHive, Focus on Addiction or Capitol Connector. Includes branding and brief organization description.

• Inclusion of upcoming Partner webinars in National Council Webinar Roundup newsletter
  » The National Council Webinar Roundup e-newsletter is a weekly email disseminated to the National Council’s email listserv of more than 75,000 stakeholders, promoting upcoming webinars and other similar virtual engagements. Partners may provide registration and webinar description information for inclusion on a rolling basis.

• Company description listed in National Council BHive newsletter
  » The National Council BHive is an e-newsletter that lists activities and updates from across the National Council organization and mental health and addictions field. The newsletter is distributed to more than 75,000 stakeholders. Partners will provide brief company description for inclusion in BHive on a rotating basis.

• One banner ad on JOBank, the National Council job board
  » The National Council’s JOBank Employment Hub lists employment opportunities from across the entire membership and connects thousands of employers and potential employees each year. Partner organizations logos are listed as Sponsors on a scrolling ad for the entire year.

• Participation in a Partner Roundtable
  » Partners are invited to participate as thought leaders in this focus group-style Roundtable Discussion focusing on various clinical, financial, operational and administrative issues that impact the mental health and addictions field. They will join other National Council members, system stakeholders, and other representatives from the field in this National Council-led discussion.

• Semi-annual Calls with Executive Leadership Staff from the National Council
  » These one-on-one calls offer Partners an in-depth discussion on important market trends that can impact Partner goals and strategies.

CLASS LEVEL C (GOLD AND PLATINUM PARTNER LEVELS)

• Receive the National Council member list, quarterly
  » Partners receive a full list of all current National Council members (organization name and address only).

• Webinar series
  » Partners collaborate with the National Council to develop, produce and disseminate two webinars throughout the year on topics jointly chosen by the Partner and the National Council. National Council staff will participate as presenters on the joint webinar, if requested.

• Project integration
  » The National Council leads dozens of quality improvement and technical assistance programs targeted toward audiences across mental health, primary care and broader social services. When permitted and appropriate, Partners may be considered for integration into select National Council initiatives.
• **Board Member introductions**
  » Partners receive introductions and special opportunities to engage with National Council Board members, industry thought leaders and behavioral health influencers.

• **Complimentary booth 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 are provided a complimentary booth in the NatCon Solutions Pavilion Exhibit Hall (exact size based on availability of space).

• **Pre-recorded advertising video during National Council events**
  » National Council’s events attract thousands of stakeholders across the mental health and addictions and primary care landscape. Partners have the opportunity to share one pre-recorded advertisement video per year, which will be played prior to/during a virtual or in-person event (NatCon, Hill Day) for National Council members. Partners will design and develop the final ad copy for review and approval by the National Council.

**CLASS LEVEL D (PLATINUM LEVEL PARTNERS ONLY)**

• **Send six social media posts a year to increase awareness**
  » The National Council’s social media program reaches hundreds of thousands of individuals across our various platforms. Partners may collaborate with the National Council to develop social media language and identify the social media platform(s) that best reach their target audiences.

• **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. (Emails contain only marketing material.)

• **Retargeted digital banner ads**
  » Retargeted digital banner ads will run across the internet and display to users who have visited either the National Council website or the NatCon website. Banners will run for one month (30 days) of 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 to Platinum level partners.

• **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 breakout sessions on mutually agreed-upon topics. Sessions must include Partner’s clients as featured presenters.

• **Recognition as a Platinum-Level Conference Supporter at NatCon**
  » Partners receive recognition as Conference Supporters of NatCon, including select signage and material. Partners have opportunities to expand sponsorship recognition visibility at an additional charge.

• **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 Partner of XXXXX Services.”

**READY TO PARTNER WITH US?**

Complete the [online application form](#) to apply (or reapply) as a Partner with the National Council. When your application is received, a staff member from the National Council Partnership Program will reach out to confirm your Partner level and benefit, and formally invite you into the Partnership Program.

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