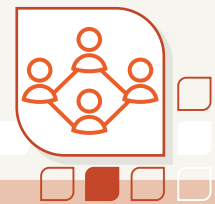


NATIONAL
COUNCIL
*for Mental
Wellbeing*



Partnership Program



BRANDING

THOUGHT LEADERSHIP

NETWORKING

The Partnership Program brings together organizations committed to advancing mental health and substance use care. Through meaningful collaboration and shared purpose, Partners help drive innovation, expand access and strengthen communities nationwide.

Grow Your Reach. Build Relationships. Lead the Field.

- Expand your organization's reach and connect with key decision-makers across the behavioral health field.
- Help shape the future of mental health and substance use care through collaboration and thought leadership.
- Gain timely industry insights, emerging trends and expert perspectives to help inform your strategy and identify new opportunities.



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

Chuck Ingoglia
President and CEO
National Council for Mental Wellbeing



WHO WE CAN HELP YOU REACH

The National Council connects you with the behavioral health leaders and decision-makers shaping the future of care. Reach the organizations, executives and influencers driving innovation, expanding access and transforming mental health and substance use services nationwide.

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

3,200

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

50,000

unique monthly visitors to
TheNationalCouncil.org.

Reach nearly

80,000

readers with
our newsletters.

On average,
more than

97%

of our members
renew each year.

National Council
advocacy reaches

100%

of Congress each year.

Network of over

5 million

Mental Health First Aiders.

National Council members
and advocates generated over

20,000

contacts with members of
Congress in FY25, including
in-person fly ins, phone calls,
letters and more.

NATCON ATTENDANCE



2026
(Denver, CO)

5,625



2025
(Philadelphia, PA)

5,892



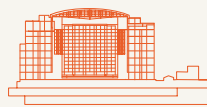
2024
(St. Louis, MO)

5,865



2023
(Los Angeles, CA)

5,325



2022
(Washington, D.C.)

4,835



2021
(Virtual)

3,340



2020
(Virtual)

8,905



2019
(Nashville, TN)

6,250

Attend NatCon

NatCon gives you direct access to the people shaping the future of behavioral health. Build relationships with executives, clinical leaders and decision-makers while showcasing your organization's expertise and solutions to a highly engaged audience. 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

**NatCon Exhibitor and
Sponsor Prospectus will
be available soon.**

PARTNER WITH US

The National Council's Partnership Program brings together organizations committed to advancing mental health and substance use care. Whether you're looking to grow your brand, build meaningful relationships or expand your impact, the Partnership Program connects you with the behavioral health leaders and decision-makers driving the future of care. Join a community of mission-driven organizations working together to strengthen communities and improve access to high-quality mental health and substance use services.

Reach Our Audience

Branding

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

Thought Leadership

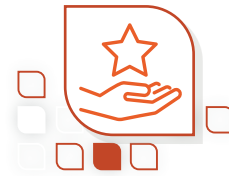
- Advance the mental health and substance use treatment field by contributing and disseminating information, research and knowledge.

Networking

- Join a nationwide network of behavioral health organizations and stakeholders dedicated to improving mental health and substance use care. Build valuable connections, access exclusive tools and resources, and gain strategic insights from the experts at the National Council to help your organization grow and thrive.

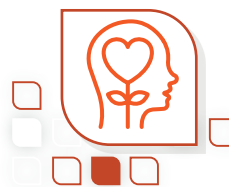


Our Members



Span the continuum of services.

Our members offer a range of services across the continuum of care – prevention, secondary prevention, 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), hospitals, 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 15 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 applicable 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 NatCons or sponsored two National Council events/initiatives (e.g., Hill Day).			✓	✓

PARTNER BENEFIT COMPARISON



		Bronze	Silver	Gold	Platinum
PARTNER COST		\$11,000	\$33,000	TBD	TBD
Partner Benefits					
Inclusion on National Council Partner webpage		✓	✓	✓	✓
Use of National Council Partner badge		✓	✓	✓	✓
Inclusion on Partner discounts webpage		✓	✓	✓	✓
Invitation to Partner Forum Meeting		✓	✓	✓	✓
Discount on National Council event registration	NATCON	✓	✓	✓	✓
Early booth selection at National Council events	NATCON	✓	✓	✓	✓
Partner discount for event sponsorship/exhibiting	NATCON	✓	✓	✓	✓
Partner recognition in NatCon Exhibit Hall floor plan*	NATCON	✓	✓	✓	✓
Partner logo included in NatCon mobile app	NATCON	✓	✓	✓	✓
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 Mental Wellbeing Weekly e-newsletter			✓	✓	✓
Partner-Member Connect with National Council members			✓	✓	✓
Call with National Council executive leadership			✓	✓	✓
Participation in Member Spotlight Sessions			✓	✓	✓
Marketing email(s) to National Council members				✓	✓
Webinar collaboration				✓	✓
Access to National Council member list				✓	✓
Retargeting digital banner ads				✓	✓
Blog post contribution				✓	✓
Campfire Sessions	NATCON				✓
Recognition at events	NATCON				✓
Premium brand visibility	NATCON				✓
Exclusivity on service line					✓
CCBHC collaboration					✓

***Only for Partners that have an exhibit.**

BRONZE

PARTNER

BRONZE BENEFITS

1. Inclusion on the National Council Partners Page

National Council Partners will be listed on our [Partners webpage](#), 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 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 Partner Forum Meeting

The National Council's Partner Forum offers semi-annual meetings—one in-person and one virtual—featuring 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.

5. National Council Event Registration Discount

NATCON

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

6. National Council Event Early Booth Selection

NATCON

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

7. Discount on National Council Event Sponsorship and Exhibiting Opportunities

NATCON

All Partners receive a special Partner rate on sponsorship and exhibiting opportunities at all National Council events. We will share sponsorship and exhibiting prospectuses as NatCon planning progresses.

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

NATCON

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's mobile app. Partners will also receive a special National Council Partner sign to display at their booth.

9. Partner Logo Included in NatCon Mobile App

NATCON

All Partner logos will be included in the "Thank You to Our Partners" section of the mobile app. **Note:** Partners that join the Partner Program immediately before NatCon may not be included.

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

The National Council's Webinar Roundup e-newsletter is a weekly email disseminated to the National Council's email list of nearly 50,000 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](#).

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 e-newsletter, with a word count commensurate to their Partner level.



SILVER BENEFITS

**Includes all Bronze benefits*

1. Organization Demo Recording for National Council Staff

Partners are invited to record a demo or presentation (up to 30 minutes) showcasing their company and services. These recordings help our staff identify opportunities to collaborate with them on National Council initiatives, such as quality improvement, policy and advocacy, public education and thought leadership. Beyond the member network, Partners gain direct access to decision-makers who can incorporate their solutions into our broader mission and activities.

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 member organizations and other system stakeholders. Note: Not all National Council events include VIP receptions.

3. Inclusion in Mental Wellbeing Weekly E-newsletter

The National Council's Mental Wellbeing Weekly e-newsletter is our leading source of information across the mental health and substance use treatment fields, reaching an audience of more than 56,000 readers. Your organization's logo, description and discount offering (if applicable) will be featured on a rotating basis.

4. Participation in Partner-Member Connects

Partners are invited to participate in this National Council-facilitated Partner-Member Connect opportunity. Discussions are centered on various clinical, financial, operational and administrative issues that impact the mental health and substance use treatment fields. A small group of National Council members and behavioral health leaders will be invited to engage in meaningful dialogue with the Partner, creating valuable networking and collaboration opportunities.

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. Member Spotlight Sessions

An exclusive opportunity for Partners to hear directly from National Council members about their pain points and challenges, as well as gain other insights and guidance on building meaningful connections within the behavioral health community.

GOLD BENEFITS

**Includes all Bronze and Silver benefits*

1. Marketing-oriented Email 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 the email and collaborate with National Council staff to finalize the language and design. This benefit includes one "standalone" email to the member list that contains only marketing material.

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 organization's name, mailing address, website and domain email.

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 Blog Post Series: "Partner Perspectives" (One Annually)

Partners will select a member of their staff to contribute to a National Council blog post series, "Partner Perspectives," which elevates the thought leadership and expertise of our Partners. Each post will showcase Partner insights on topics relevant to the behavioral health field and will be published on the [National Council blog](#). Partners will have the opportunity to contribute to one blog post.

PLATINUM BENEFITS

**Includes all Bronze, Silver and Gold benefits*

1. Opportunity to Present at NatCon

NATCON

The National Council's annual 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.

2. Campfire Sessions: Stories, Insights and Real Solutions

NATCON

Spark meaningful conversations with a Campfire Session! Host a 25-minute lunchtime discussion in the Expo Theater on Monday or Tuesday. Choose your own topic — like workforce wellness or post-pandemic insights — and connect with engaged professionals in a relaxed, high-visibility setting.

3. Premium Brand Visibility at NatCon

NATCON

As a Platinum Partner, your logo will be featured alongside NatCon branding in three highly visible locations during the event, ensuring maximum exposure and brand recognition.

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:

- » Listing on the Success Center website as a featured Partner on the Implementation Support webpage.
- » Partner offerings or products for CCBHCs embedded throughout the Implementation Support webpage.
- » One joint webinar targeted directly at prospective and current CCBHCs.
- » One promotional email per year distributed through the CCBHC Success Center to 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 3,200 mental health and substance use treatment organizations, and the more than 15 million children, adults and families they serve.

We advocate for policies to ensure 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 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 submission is received, a staff member from the National Council Partnership Program will review your information. If there is a fit, we will contact you to discuss the opportunity further and determine your Partner level and benefits.

Questions? Contact
Partners@TheNationalCouncil.org