



2025
Bridging the Gap
SYMPOSIUM
Eliminating Mental Health Disparities

2025 NBCC Foundation Symposium
Sponsor & Partnership Opportunities

February 28–March 1, 2025
Atlanta, Georgia

***Book Your
Sponsorship
or Partnership
Opportunity Today!***



**Deadline is
Jan. 24, 2025**

About the NBCC Foundation

To improve the mental health of underserved and never-served communities throughout the world, the NBCC Foundation leverages the power of counseling to advance global health equity through expanded access to counseling and mental health services. Our primary objectives are to increase the number of counselors and Mental Health Facilitators working with high-priority populations and to engage them in becoming innovators of counseling practices that benefit the underserved and never served.



Scholarships, fellowships, and capacity-building grants are our primary tools for accomplishing our objectives. The Foundation's strategy is to award scholarships and fellowships to individuals pursuing careers as professional counselors who are affiliated with high-priority, underserved, or never-served populations and commit to serving them after graduation. Capacity-building grants fund expansion efforts to increase mental health resources in rural, underserved, and never-served communities where access to mental health care is extremely limited. Scholars and Fellows participate in innovation training to expand effective practice in their communities.

Bridging the Gap Symposium: *Eliminating Mental Health Disparities*

The NBCC Foundation will host the 2025 Bridging the Gap Symposium on Feb. 28–March 1, 2025, in Atlanta, Georgia. The Symposium supports counselors, counselor educators, and others in the profession to amplify the voices of marginalized communities and promote equitable access to mental health and addiction resources.

I learned something in every session and was gratified to hear from presenters of so many different backgrounds and areas of expertise.

The general environment is one of the best I've experienced. It was inclusive and provided valuable information.



The annual Bridging the Gap Symposium is promoted to more than 70,000 National Certified Counselors (NCCs), including counselor educators. Attendees will include 400+ counselor and counselor-in-training attendees, including the NBCC Foundation Minority Fellowship Program awardees, who are master's- and doctoral-level counseling students committed to working with underserved and never-served communities upon graduation. Sponsorship of this event covers expenses associated with food, beverages, meeting room space, audiovisuals, technology, and travel, allowing the NBCC Foundation to commit all grant and registration funds to providing the highest-quality professional development opportunity at an affordable cost.



Why sponsor? Benefits of sponsoring the 2025 Bridging the Gap Symposium include:

- Gaining exposure to counselors and counselors-in-training
- Spreading awareness of your brand and reaching new markets
- Networking and exhibition opportunities through face-to-face interactions
- Supporting counselors and counseling students as they strive to provide mental health care to underserved and never-served communities



We hope you will join us in *Bridging the Gap* at our 2025 Symposium!

Venue Information

Crowne Plaza Atlanta Perimeter at Ravinia

4355 Ashford Dunwoody Road, Atlanta, Georgia 30346
770.395.7700



The Crowne Plaza Atlanta Perimeter at Ravinia is offering rooms at a discounted rate of \$173/ night (plus applicable taxes & fees) for reservations made by Feb. 3, 2025. Please note, you must ask during booking for the NBCC Foundation block rate or use the link provided to book online <https://book.passkey.com/go/BridgingTheGap2025>.

Reservations are available on a first-come, first-served basis for the NBCC Foundation hotel room block.
Please book early, as space is limited!

Exhibitor Schedule

Exhibit Dates are February 27–March 1, 2025

“I truly appreciated the inclusivity and commitment to advancing equity that was present at this conference.”

Thursday, February 27

Exhibitor Move-in/Set-up

9 am–3 pm

Exhibitor Tables Open

2:30–6 pm



Friday, February 28

Exhibitor Tables Open

7:30 am–5 pm



Saturday, March 1

Exhibitor Tables Open

7:30 am–4 pm



“I’ve never felt more accepted, included, and needed. This was an amazing opportunity. Thank you, infinitely.”

Symposium Attendees

Sponsorship Levels

Book Your Sponsorship or Partnership Opportunity Today! >>

Benefits	Pinnacle \$10,000	Advocate \$5,000	Supporter \$2,500	Mentor \$1,250
Co-branded promotion in all related media	✓			
Full-page color ad in digital conference program on NBCCF website and conference app	✓			
Half-page color ad in digital conference program on NBCCF website and conference app		✓		
Acknowledgement in NBCCF e-newsletter, including profile information	✓	✓	✓	✓
Acknowledgement on NBCCF website	✓	✓	✓	✓
Acknowledgement and logo on pre-session PowerPoint at beginning of all group sessions	✓	✓	✓	✓
Sponsorship mention and logo in Symposium mobile app	✓	✓	✓	✓
Mobile app push notification	2	1		
Meeting space for up to 20 people for one day between Feb. 27–March 1	✓	✓		
Exhibitor table (6-foot draped table): choice of prominent location in Exhibitor Hall	✓			
Exhibitor table (6-foot draped table)		✓		
Access to conference attendees' email information (provided after event)	✓			
Included attendee registrations	5	2	1	
Company or organization banner displayed in a prominent location near general sessions	✓			
Name and logo on sponsor sign	✓	✓	✓	✓
Attendee bag insert (one printed flyer, special offer, or product catalog)	✓	✓	✓	✓
Attendee bag advertising (insert one swag item in all attendee bags)	✓	✓		

À la Carte

All à la carte items are nonexclusive unless otherwise stated.

\$5,500

- **Breakfast Sponsor** – Sponsor breakfast on Friday, February 28, or Saturday, March 1. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.
- **Lunch Sponsor** – Sponsor lunch on Friday, February 28. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.
- **Welcome Reception Sponsor** – Sponsor the Welcome Reception on Thursday, February 27. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.

\$1,250

- **Break Sponsor** – Sponsor the morning or afternoon break on Friday, February 28, or Saturday, March 1. Provide a morning coffee/tea or afternoon refreshment break. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.
- **Recovery Support Meeting Sponsor** – Support meetings are held daily during Symposium. These meetings serve as a welcoming and supportive space for attendees in recovery, especially during times of vulnerability to relapse, such as during travel. Provide coffee and light refreshments during these meetings. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.

\$1,050

- **Wellness Room Sponsor** – Provide a welcoming space where attendees can reset, relax, and refresh during the day as needed in order to better engage in event content. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.
- **Engagement Meeting Sponsor** – Engagement meetings are held throughout Symposium. These meetings serve as a welcoming and supportive space for attendees who identify with, or support those in, the neurodivergent, LGBTQ+IAAP+, persons with disabilities, Latinx, and Asian Americans, Native Hawaiians, and Pacific Islanders (AANHPI) communities. Provide coffee and light refreshments for an engagement meeting of your choice. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.
- **Technology Sponsor** – Sponsor vital audiovisual services and Wi-Fi access essential for an energetic and effective conference. Your logo and company or organization name will be on the event website and listed in the conference app.
- **Meeting Space Rental** – Rent space for up to 20 people for one day between Wednesday, February 26–Saturday, March 1, 2025.



À la Carte (cont.)

All à la carte items are nonexclusive unless otherwise stated.

\$650

- **Exhibitor Table** – 6-foot draped table in exhibitor space. One free attendee registration. Additional registrations can be purchased. Your logo and company or organization name will be on the event website and listed in the conference app.
- **Rotating Mobile App Banner Ad** – A banner ad with your logo and company or organization name linking to your website will be rotated on the conference app.
- **Half-page Digital Conference Program Advertisement** – Expand your reach! Your custom advertisement is included in the digital conference program on the NBCCF website and conference app.

\$550

- **Lactation Room Sponsor** – Provide a dedicated safe space for breastfeeding attendees to comfortably, conveniently, and privately express breast milk while at the conference. Your logo and company or organization name will be on signage, the event website, and listed in the conference app.
- **Bag Insert** – Insert one swag item, printed flyer, special offer, or product catalog into attendee bags. Insert must be provided by the company or organization.
- **Badge Lanyard Sponsor (one available)** – Company or organization logo on attendee name badge lanyards alongside NBCC Foundation.
- **Mobile App Push Notification** – One mobile push notification directing attendees to your company or organization will be sent during the conference.



“*Thank you for this life-changing work you all do to allow us to heal the world.*”



Sponsor & Partner Terms & Conditions

Enforcement, Interpretation, and Eligibility: In the enforcement and interpretation of the following terms, the decision of the NBCCF Foundation (NBCCF) executives is final. NBCCF reserves the right to determine the eligibility of any company for inclusion in the conference and its marketing programs and to reject, eject, or prohibit an exhibit, exhibitor/sponsor, or partner for any reason. In applying for exhibit space, each sponsor/exhibitor or partner agrees to abide by the terms set forth in this prospectus. NBCCF reserves the right to rearrange the floor plan or relocate booths and meeting rooms.

Nontransferable: Sponsors/exhibitors may not assign, sublet, or share any portion of their allocated space without express written permission from NBCCF.

Noise Control: Sponsors/exhibitors are prohibited from playing radios or any other music in the exhibit area.

Installation and Removal: All storage and handling charges due to failure to remove materials from the exhibit room, storage area, or meeting space at the conclusion of the event shall be the responsibility of the sponsor/exhibitor or partner. Sponsors/exhibitors will receive instructions for storage and trash onsite. All exhibits are to remain open during the scheduled hours. There will be no setup during scheduled open hours and no teardown until after closing hours.

Damage to Property: Sponsors/exhibitors and partners are liable for any damage caused to the building, floors, walls, columns, tables, or to any other property. Sponsors/exhibitors or partners may not apply paint, lacquer, adhesive, or any other coating to building columns, floors, walls, or tables.

General: All matters and questions not covered by these regulations are at the discretion of NBCCF. These regulations may be amended at any time by NBCCF, and all amendments shall be equally binding on all parties upon publication.

Fire, Safety, and Health: The sponsor/exhibitor or partner agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. Only fireproof materials should be used in exhibits and meeting spaces. The necessary fire precautions will be the responsibility of the sponsor/exhibitor or partner.

Security: Sponsors/exhibitors are responsible for all unsecured materials or property of value left in the exhibit room during and after exhibit hours. Partners are responsible for all unsecured materials or property of value left in the meeting space at the conclusion of the meeting.

Liability: It shall be the responsibility of the sponsor/exhibitor or partner to maintain insurance coverage against injury to persons, damage to or loss of property, or meeting its obligations under this agreement in such amounts as the sponsor/exhibitor or partner shall deem adequate. Event insurance will be provided by NBCCF. The sponsor/exhibitor or partner agrees to make no claim, for any reason whatsoever, against NBCCF, the hotel, or any other contractors for loss, theft, damage, or destruction of goods, or for any injury to herself/himself or employees. Nor will a claim be made for any damage of any nature or character, including damage by reason of the failure to provide space for the exhibit or meeting, for removal of the exhibit, or for the failure to hold the conference as scheduled.

Unoccupied Space: NBCCF reserves the right, should any exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make payment, to rent that space to any other sponsor/exhibitor, or to use that space for such purposes as it may see fit without any liability on its part. NBCCF reserves the right, should the meeting space remain unoccupied for the scheduled meeting time, or should any space be forfeited due to failure to make payment, to rent that space to any other partner, or to use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the sponsor/exhibitor or partner to pay the full amount specified in the exhibitor and partner space agreement.

Registration and Payment Deadlines: Contract form with full payment from all sponsors/exhibitors and partners should be received by **Jan. 24, 2025**, for all logo and branding inclusion in onsite materials and event app.

Cancellation and Refunds: NBCCF is unable to cancel or refund sponsorship/exhibitor or meeting space rental once payment is processed.



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