



# Strategic Partner Network Prospectus



20  
26

# Join the ACA Partner Network

## **ACA is the largest membership organization for counselors and counselors-in-training.**

We are the biggest advocates for counselors and provide the tools and resources to support all mental health practitioners. Reaching millions annually, we are the voice of the counseling profession and the powerhouse at the forefront of impacting change that makes mental healthcare more accessible.

The mental health market is a multibillion-dollar industry poised for exponential growth. Align your engagement strategy with an organization delivering practitioners, educators, and students who will impact the future of counseling. With 60,000 members and counting and a network three times its size, ACA is the ideal partner to showcase your products, services, and thought leadership. Through the Partner Network, ACA offers multiple entry points for engagement with our audience, as well as opportunities for collaboration. Explore the Partner Network tiers and execute your year-long marketing strategy through our cohesive offering.

## **About the American Counseling Association**

### **Membership**

- Twenty chartered Divisions, four Regions, 56 Branches
- **60,000 members** across the United States
  - 30,000 master's and doctoral students
  - 22,000 licensed professional counselors
  - 6,000 newly graduated professionals
  - 2,000 retired, regular, and other members

### **Licensed Professional Counseling Profession**

- **Approximately 200,000** licensed professional counselors (LPCs) nationwide

**Professional counselors** focus on wellness, preventing psychological difficulties, and optimizing human development across the lifespan. Most common workplace settings include universities, clinical practice, non-profits, P-12 schools, hospitals, state or local government, federal government, and the military.



## Our Engaged Network

- 200,000+ email subscribers
- 400,000+ social media network
- 11,000,000+ digital visitors

## Programs, Products, and Services

- Annual Conference
- Continuing Education
- Publications & Journals
- Advocacy on Capitol Hill
- Ethics, Career, and Licensure consultations
- *ACA Code of Ethics*
- Counseling Compact



## Corporate Partnership Management Team

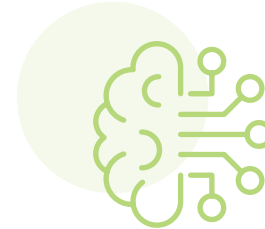
- **Katrina Kona**, *Director of Business Development & Partnerships*
- **Angela Thompson**, *Chief Operating Officer*
- **MJ Jones**, *Director of Business Intelligence & Strategy*

# Behavioral Health Market Conditions and Landscape



## Emerging Opportunities

- Licensure Portability
- Medicare Reimbursement
- Workforce Development
- Accessibility
- 21<sup>st</sup> Century Care



## Scalability via Technological Advancements

- Telehealth Platforms
- Therapy Apps
- Artificial intelligence



## Changes in Consumer Behavior

- Destigmatizing Mental Health
- Increased Demand for Care
- Popularization of Telehealth



## Long-term Viability & Market Demand

- US Behavioral Health market valued at **\$87.82B**
- Projected to grow to **\$132.46B by 2032**
- Percentage of mental health treatment has increased from **19.2% in 2019 to 21.6% in 2021**
- [More about market size, share, and trends](#)

# An Invitation to Partner

## What is the ACA Partner Network?

The ACA Partner Network is an annual program that provides companies serving the counseling industry an opportunity to highlight their commitment to the profession and the clients they serve. The program has a multi-tiered structure and a robust lineup of benefits at each level.

Partner participation is selective, and there is a vetting process for all participants. Many of the benefits of this program offer branding, thought leadership and interactive engagement with the ACA audience throughout the year and association with many of ACA's awareness campaigns, award programs, research initiatives, and events. Take the time to review our Partner Network tiers and find your home here at ACA.

---

## Qualification and Use of Proceeds

The Strategic Partner Network provides companies with a year-long engagement with ACA members and the larger counseling community. Businesses are vetted to ensure their products and services meet the *ACA Code of Ethics* standards. Those that are approved are also deemed to have a sustainable business and growth strategy as well as the capacity to collaborate with ACA on important counseling initiatives.

Resources generated through the ACA Strategic Partner Network go to support ACA's efforts and offerings, including professional development, advocacy, networking, and Counseling Awareness Month, ACA's flagship annual event, which promotes increased visibility of the counseling profession, as well as support new ACA initiatives.

## TIERED OFFERINGS

### ACA Partner Network Investment Levels

|                                                                     | <b>GOLD</b>        | <b>SILVER</b>      | <b>BRONZE</b> |
|---------------------------------------------------------------------|--------------------|--------------------|---------------|
| <b>INVESTMENT LEVELS</b> (Suggested package benefits.)              | \$75,000           | \$50,000           | \$25,000      |
| <b>Events</b>                                                       |                    |                    |               |
| Annual Conference & Expo Exhibit                                    | 2 (10"x10" booths) | 1 (10"x10" booths) | NO            |
| Annual Conference & Expo Complimentary registrations                | 4                  | 3                  | 2             |
| "Partner" recognition at Annual Conference & Expo (signage/digital) | YES                | YES                | YES           |
| Partner discount on sponsorship at Annual Conference & Expo         | 12%                | 8%                 | 4%            |
| Bronze Sponsorship (Choice of Virtual Summit)                       | YES                | YES                | NO            |
| Host Breakout Session at Annual Conference                          | YES                | NO                 | NO            |
| Host Session at a Virtual Summit                                    | YES                | YES                | NO            |
| Program/Initiative Co-Sponsor — Counseling Awareness Month          | YES                | YES                | NO            |
| ACA Program Co-Sponsor — Varies                                     | YES                | NO                 | NO            |
| <b>Content Contribution</b>                                         |                    |                    |               |
| Sponsored Content Email to ACA Member Segment                       | 2                  | 1                  | 1             |
| Webinar Sponsorship                                                 | 1                  | 1                  | NO            |
| Sponsored Website Content — Research and Reports Page               | 1                  | NO                 | NO            |
| Sponsored Content Print — <i>Counseling Today</i> (Full Page)       | 1                  | NO                 | NO            |
| <b>Brand/Media</b>                                                  |                    |                    |               |
| Logo/link included on ACA Partner Webpage                           | YES                | YES                | YES           |
| Ad Banner in Member Newsletter                                      | 4                  | 2                  | 1             |
| Discount on additional advertising                                  | 15%                | 10%                | 5%            |
| Ad in <i>Counseling Today</i> Magazine                              | 3 Full Pages       | 2 Full Pages       | 1 Full Page   |
| ACA Strategic Partner Network logo for company marketing            | YES                | YES                | YES           |
| Partner social media acknowledgment                                 | YES                | YES                | YES           |
| <b>Partner Other</b>                                                |                    |                    |               |
| Partner Announcement                                                | YES                | YES                | YES           |
| Annual Meeting (ACA ET and SMEs)                                    | YES                | YES                | NO            |
| Collaboration/Special Projects                                      | YES                | YES                | NO            |

# Ready to Partner?

**Contact:** Katrina Kona

*Director, Business Development & Strategic Partnerships*

[kkona@counseling.org](mailto:kkona@counseling.org)

571-606-7178