

PARTNERSHIP PROGRAM

PARTNER WITH US

NATIONAL
COUNCIL
*for Mental
Wellbeing*



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 substance use 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 substance use treatment 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 substance use treatment field by contributing and disseminating information, research and knowledge.



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

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 3,500 mental health and substance use treatment organizations and the more than 10 million children, adults and families they serve. We advocate for policies to ensure equitable 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 (MHFA) program, we have trained more than 2.5 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.



Become a Partner

To be a part of the National Council Partnership Program, complete the [application](#).

After you apply to the Partnership Program a National Council staff member will confirm your application has been received. Upon review of your application, you will be contacted about your application status and next steps. The Partnership Program membership year runs each year from October through September.

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, the Partner must abide by minimum requirements.



\$10,000*



Based on a revenue share percentage determined by current annual sales to National Council Members.*



\$30,000*



Based on a revenue share percentage determined by current annual sales to National Council Members.*

**Cost (annually) offered at prorated rates when applicable (rolling)*



Partnership Program Requirements

Requirement	Bronze	Silver	Gold	Platinum	Regularity
Company's mission and vision must align with the National Council's.	✓	✓	✓	✓	n/a
Share organization's priorities in the mental health and substance use space with the National Council staff.	✓	✓	✓	✓	Annually
Provide a better than general market price discount to National Council Members, to be listed on the National Council's website.	✓	✓	✓	✓	n/a
Pay an annual fee.	✓	✓			Annually
Agree to revenue breakdown based on gross sales to National Council Members.			✓	✓	Annually
Report sales to National Council Members to the National Council.			✓	✓	Annually
Partner at the Bronze or Silver Level for at least two years.			✓	✓	n/a
Exhibited or sponsored at the last two NatCon conferences or sponsored two National Council events/initiatives (e.g., Hill Day).			✓	✓	n/a



Bronze Benefits



1. INCLUSION ON THE NATIONAL COUNCIL PARTNERS PAGE

National Council Partners will be listed on our [Partners Page](#), along with their company description and any discounts offered to National Council Members (if applicable).

Note: Partners are welcome to provide a brief video of no more than three minutes that will be posted alongside their company description.

2. INVITATION TO THE NATIONAL COUNCIL'S SEMI-ANNUAL PARTNERS MEETING

The National Council's Partners Meeting includes 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.

3. NATIONAL COUNCIL EVENT REGISTRATION DISCOUNT

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

4. NATIONAL COUNCIL EVENT EARLY BOOTH SELECTION

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

5. DISCOUNT ON NATIONAL COUNCIL EVENT SPONSORSHIP AND EXHIBITING OPPORTUNITIES

All Partners receive a 5% discount on sponsorship and exhibiting opportunities at all National Council events.

6. MONTHLY INCLUSION OF UPCOMING PARTNER WEBINARS IN NATIONAL COUNCIL WEBINAR ROUNDUP E-NEWSLETTER

The National Council Webinar Roundup e-newsletter is a weekly email disseminated to the National Council's email listserv of more than 85,000 stakeholders, promoting upcoming webinars and other similar virtual engagements. Each month, partners may provide registration and webinar description information for one webinar opportunity that they would like to highlight.

7. DISCOUNT ON MHFA TRAINING

National Council Partners have access to the National Council Members discount for all [Mental Health First Aid \(MHFA\) Instructor trainings](#) and [MHFA for the Workplace trainings](#).

8. QUARTERLY NATIONAL COUNCIL PARTNERS E-NEWSLETTER SENT TO OUR NETWORK

Each quarter, the National Council will produce a National Council Partners e-newsletter, providing information about each of our Partners to our wide audience. Each Partner will have the opportunity to provide language to be included in the newsletter, with a word count commensurate to their Partner Level. Partners will be asked to list the exact discount that National Council Members receive on their products and services (if applicable).



Silver Benefits



1. ORGANIZATION DEMO RECORDING FOR NATIONAL COUNCIL STAFF

National Council's work extends across many domains such as quality improvement, policy and advocacy, public education and thought leadership, all led by our talented staff. Partners are invited to record a demo or presentation (no longer than 45 minutes) describing their company and services to inform National Council staff about the opportunities to integrate our Partners into National Council work.

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 Members and other system stakeholders.

Note: Not all National Council events include VIP Receptions

3. PARTNER INCLUSION IN MENTAL WELLBEING WEEKLY

The National Council's Mental Wellbeing Weekly newsletter is our leading source of information across the mental health and substance use treatment fields, reaching an audience of more than 75,000 readers. Your organization's logo, description and discount offering will be featured, on a rotating basis.

4. PARTICIPATION IN A PARTNER ROUNDTABLE DISCUSSION

Partners are invited to participate as thought leaders in this 45-minute, National Council-facilitated Roundtable Discussion, centered on various clinical, financial, operational and administrative issues that impact the mental health and substance use treatment fields. Partners will select a specific topic area for discussion and a small group of National Council Members and mental health and substance use treatment leaders will be invited to participate in a robust discussion with each other and the Partner. Each Roundtable Discussion will feature a single Partner to ensure a curated conversation and ample opportunity for Partner spotlight.

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. PARTNER LOGO AND COMPANY INFORMATION WILL BE INCLUDED IN MHFA AT WORK RESOURCE MATERIAL

MHFA at Work is unique to the corporate workplace. This training is used by companies across all industries and of all sizes. As part of this benefit, our Partners' logo and description will be included in digital resources that companies receive throughout the year.

7. POLICY COALITION INVOLVEMENT

Partners are invited to join a 90-minute group call with National Council Policy staff to learn about opportunities to engage in National Council advocacy efforts, policy coalitions that the National Council is involved in, and ways our Partners can get involved in coalition activities themselves.



Gold Benefits



1. PARTICIPATION IN NATCON DISCUSSION DENS

Partners will have the opportunity to provide one-on-one, 30-minute consultations sharing their expertise with interested Members at NatCon. The consultation can cover services specific to the Partner or general topics drawing on your expertise. NatCon attendees can sign-up for a free, one-on-one, 30-minute consultation with a Gold or Platinum Partner.

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 organizations' name and mailing address.

4. RETARGETED DIGITAL BANNER ADS

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 BLOGPOST SERIES: "PERSPECTIVES"

Partners will select one member of their staff to contribute to a National Council blog series called "Perspectives," which features blogposts that elevate the thought leadership and expertise of our Partners. Each blogpost will include a 10-question Q&A on a particular topic or area and will be published on the [National Council BH365 page](#). Partners will have the opportunity to contribute to one blogpost.



Platinum Benefits



1. 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 at least one breakout session on mutually agreed-upon topics. Session must include Partner's clients as featured presenters and be educational in nature. Partners will not receive session attendee contact information.

2. RECOGNITION AS A NATIONAL COUNCIL PLATINUM PARTNER AT NATIONAL COUNCIL EVENTS

Platinum Partners receive special recognition at all National Council events that indicate their status as Platinum-level Partners on the event website, in the National Council's Partner advertisement and with special signage at the conference, including aisle floor sticker at their booth.

3. INTRODUCTION OF PREMIERE PRESENTATION AT A NATIONAL COUNCIL EVENT

Platinum Partners will have the opportunity to introduce one highly-visible presentation at a National Council event. Introduction provides Partners an opportunity for their organization to receive visibility and promotion on a main stage.

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 Partners will be positioned as key supporters of CCBHC implementation and expansion. This includes:

- » Partner listing on the Success Center website as a featured partner on the Implementation Support page.
- » Partner offerings or products for CCBHCs embedded throughout the Implementation Support page.
- » One joint webinar targeted directly at prospective and current CCBHCs.

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