

WYOMING COUNSELING ASSOCIATION

2026

SPONSORSHIP GUIDE



www.wyomingcounselingassociation.com



PARTNERING TO ADVANCE THE COUNSELING PROFESSION

Thank you for your interest in sponsoring the Wyoming Counseling Association (WCA). Your partnership helps us provide high-quality continuing education, advocacy, leadership development, and networking opportunities for counselors across Wyoming.

Our sponsors are valued partners in supporting the counseling profession while connecting with licensed professionals, counselor educators, graduate students, supervisors, and mental health organizations throughout the state

Alex Petzino

President, Wyoming Counseling Association



WHY SPONSOR THE WCA?

SPONSORSHIP PHILOSOPHY

The Wyoming Counseling Association values sponsors as partners in advancing the counseling profession—not simply advertisers. Our sponsorship program is designed to create meaningful opportunities for organizations that **share our commitment to ethical practice, professional development, counselor wellness, and improving access to quality mental health care** throughout Wyoming.

SPONSORSHIP GOALS

As a WCA sponsor, you'll have the opportunity to:

- **Build** relationships with Wyoming's counseling professionals
- **Increase** visibility for your organization or services
- **Support** continuing education and professional development
- **Demonstrate** your commitment to mental health in Wyoming
- **Connect** with decision-makers, clinicians, educators, and students.



As a branch of the American Counseling Association, the Wyoming Counseling Association is committed to promoting diversity and inclusion among its membership and to advocating for the needs of all those served by counselors in Wyoming, particularly those who have experienced marginalization and oppression based on their identities.

SPONSOR GUIDELINES

SPONSORSHIP ALIGNMENT

WCA welcomes partnerships with organizations that **support the counseling profession** and align with our mission of promoting ethical, evidence-based mental health care.

Examples include:

- Universities
- Behavioral health organizations
- Healthcare systems
- Nonprofits
- Professional service providers
- Publishers
- Technology companies
- Community organizations



SPONSOR POLICIES

The Wyoming Counseling Association reserves the right to accept or decline any sponsorship at its sole discretion.

All sponsorships must:

- Align with WCA's mission and values
- Be consistent with the ACA Code of Ethics
- Avoid actual or perceived conflicts of interest
- Support ethical and evidence-based counseling practice

Acceptance of sponsorship does not constitute endorsement of a sponsor's products, services, or viewpoints.

WCA does not endorse political candidates, political parties, or political organizations.

ABOUT YOUR SPONSORSHIP

The Wyoming Counseling Association (WCA) is a registered 501(c)(3) nonprofit organization dedicated to **advancing the counseling profession and strengthening access to high-quality behavioral health services throughout Wyoming.** Sponsorships directly support professional education, leadership development, advocacy, and continuing education opportunities for the state's behavioral health workforce.

Through your partnership, you are **investing in the professionals** who provide essential mental health services to Wyoming's individuals, families, schools, and communities.

Please consult your tax advisor regarding the tax deductibility of your sponsorship. WCA's federal tax identification number is available upon request.

SPONSOR RECOGNITION

The Wyoming Counseling Association is committed to recognizing and celebrating the organizations that invest in the counseling profession. Recognition opportunities vary by sponsorship level, conference, and available marketing channels, but **every sponsor receives meaningful acknowledgment of their support.**

SPONSOR RECOGNITION MAY INCLUDE:

- Website Recognition
- Conference Program Recognition
- Social Media Recognition
- Conference Signage
- On-Site Recognition
- Digital Recognition
- Email Recognition
- Exhibitor Recognition

RECOGNITION GUIDELINES

To ensure sponsors receive the highest quality recognition, WCA asks that all promotional materials be submitted by the published deadlines.

Sponsors are responsible for providing:

- High-resolution logo files (PNG, SVG, or EPS preferred)
- Current website URL
- Company description (if applicable)
- Social media handles (optional)
- Advertisement artwork (if included in sponsorship)
- Promotional materials for attendee bags or tables (if applicable)

Materials received after published deadlines may not be included in all promotional opportunities.

SPONSOR RECOGNITION

USE OF LOGOS

By participating as a sponsor, organizations grant WCA permission to use their name and logo for promotional purposes related to the sponsored event or sponsorship period.

Likewise, sponsors may identify themselves as a sponsor of the Wyoming Counseling Association; however, sponsorship does not imply endorsement by WCA of any organization, product, service, or viewpoint. The WCA name and logo may not be used in a manner that suggests endorsement or partnership beyond the approved sponsorship relationship without prior written permission.

OUR COMMITMENT TO SPONSORS

WCA strives to provide sponsors with meaningful visibility while maintaining the integrity of our educational programs and the trust of our members. **Sponsor recognition is intended to acknowledge generous support of the Association** and the counseling profession while preserving the independence of conference content, educational programming, and organizational decision-making.

SPONSOR REGISTRATION

01

REGISTER ONLINE

Complete your sponsorship through [Zeffy](#).

02

RECEIVE A WELCOME EMAIL

We'll send you:

- Confirmation
- Sponsorship benefits
- Important deadlines
- Contact information

03

SUBMIT YOUR MATERIALS

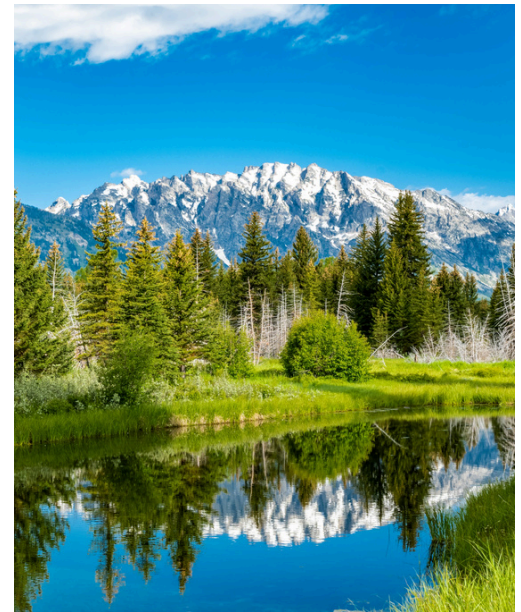
Depending on your sponsorship level, we may request:

- Company logo (PNG or SVG preferred)
- Website URL
- Social media handles
- Advertisement artwork
- Promotional materials
- Attendee registrations

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ENJOY YOUR BENEFITS

We'll ensure your organization receives the recognition included in your sponsorship package.



COMMUNICATION

CONTACT DETAILS

Savannah Maddocks
Outreach Coordinator



PO Box 252
Casper, WY 82602

WEBSITE



SOCIAL MEDIA

[Facebook](#)
[Instagram](#)
[LinkedIn](#)

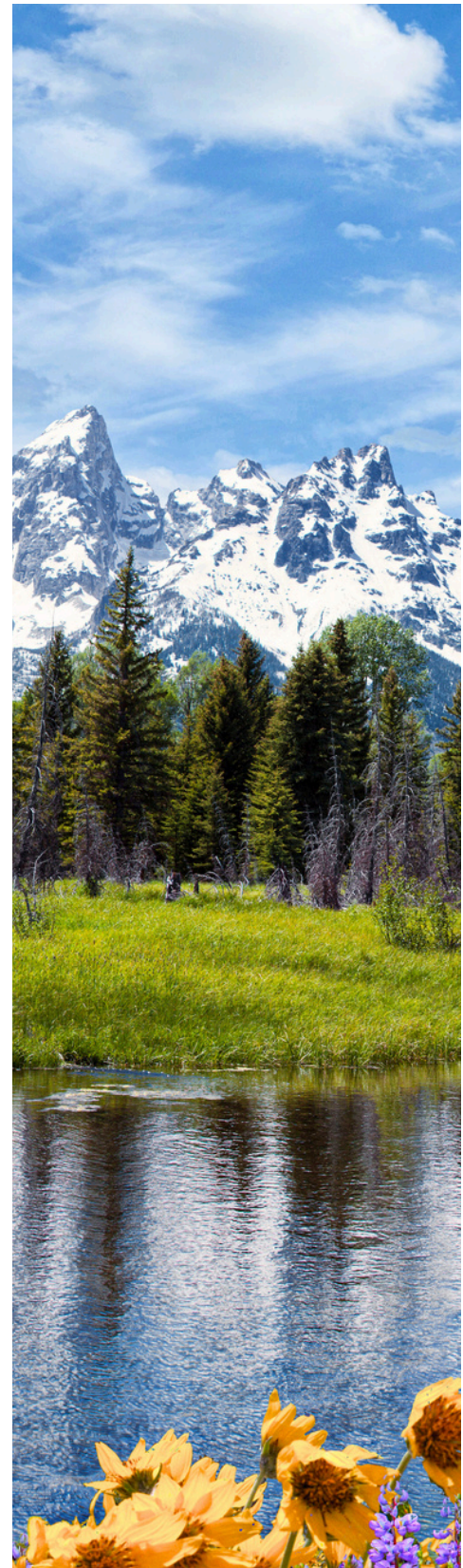
SPONSOR OPPORTUNITIES

Conference Beverage Sponsor \$250 (4 available)

- Coffee, tea, water, and lemonade all 3 days.
- Your Ad on the service tables.
- Opportunity for your brochures to be pre-stuffed in conference bags
- Recognition in the conference app
- Logo recognition on the sponsor page of the Conference Program Book

Conference Snack Sponsor \$250 (3 available)

- Afternoon snacks Thursday, Friday, and Saturday
- Your Ad on the service tables.
- Opportunity for your brochures to be pre-stuffed in conference bags
- Recognition in the conference app
- Logo recognition on the sponsor page of the Conference Program Book



SPONSOR OPPORTUNITIES

Conference Breakfast Sponsor \$350 (4 available)

- Breakfast service on Friday and Saturday
- Your Ad on the service tables.
- Opportunity for your brochures to be pre-stuffed in conference bags
- Recognition in the conference app
- Logo recognition on the sponsor page of the conference program book
- Conference attendance and meals for one participant.

Conference Lunch Sponsor \$400 (4 available)

- Lunch service on Friday and Saturday
- Your Ad on the service tables.
- Opportunity for your brochures to be pre-stuffed in conference bags
- Your Ad on the service tables.
- Recognition in the conference app
- Logo recognition on the sponsor page of the conference program book
- Conference attendance and meals for one participant.



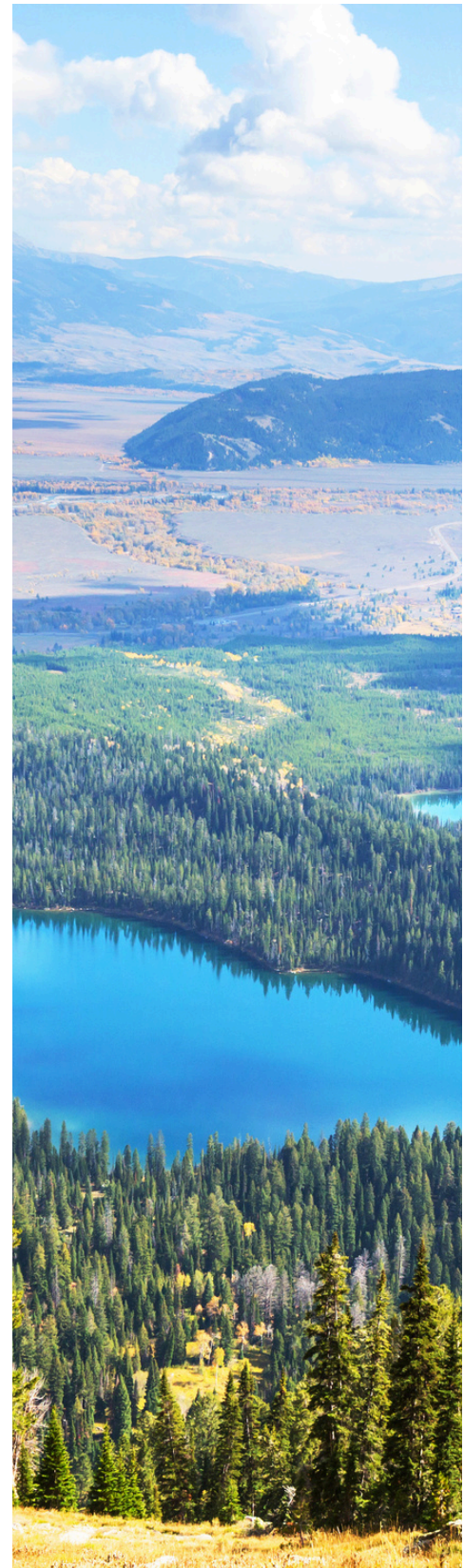
EXHIBITOR OPPORTUNITIES

In-Person Exhibitor Table \$150

- One Standard table
- Two Chairs
- ¼ Page Ad in the Conference Program
- Ability to Network, Meet potential prospects, and Distribute advertisement materials
- Opportunity for your brochures to be pre-stuffed in conference bags
- Recognition in the conference app

Exhibitor Information

- Exhibitor space will be located in the lobby of the Gateway Building.
- Exhibitor Set up can begin anytime after 7:00 am on October 8th, 2026 but must be completed by 8:00 am.
- Exhibit hours: 8:00am - 4:00pm Thursday, Friday and Saturday, October 8th-10th, 2026.
- Parking at Casper College is free.
- Wifi is available.
- Power to your exhibitor table will be limited, please plan accordingly.





CORPORATE SPONSORSHIPS

Become a year-round partner with the Wyoming Counseling Association and demonstrate your organization's commitment to advancing the counseling profession in Wyoming.

Corporate sponsors receive ongoing recognition, valuable networking opportunities, and increased visibility among licensed counselors, counselor educators, graduate students, supervisors, and behavioral health leaders throughout the year.

WHAT YOU'LL GET:

- ✓ Prime logo placements
- ✓ Discounted WCA Memberships and registrations for employees
- ✓ Recognition across multiple platforms
- ✓ Commitment to growing the counseling field and supporting the mental health of Wyoming residents.

PIONEER CORPORATE SPONSORSHIP



LEADING THE WAY.

Our Premier Corporate Sponsorship is designed for organizations seeking the **highest level of visibility and engagement with Wyoming's counseling community.** As WCA's flagship sponsorship, Pioneer Sponsors receive year-round recognition across multiple platforms, prominent conference exposure, exclusive promotional opportunities, and meaningful engagement with members through educational programming and conference participation.

PREMIER LEVEL

\$5,000

WHAT YOU'LL GET:

- ✓ Prime logo placement on WCA event materials, website homepage, sponsor page, and monthly newsletters
- ✓ Recognition during annual conference opening and closing sessions, keynote presentations, and the annual business meeting
- ✓ Opportunity to include branded merchandise in conference attendee bags
- ✓ 10% discount on WCA memberships and annual conference registration for up to 30 employees
- ✓ One complimentary exhibitor space at the annual conference

SUMMIT CORPORATE SPONSORSHIP



REACHING NEW HEIGHTS

The Summit Corporate Sponsorship is ideal for organizations looking to **establish a strong presence within Wyoming's counseling profession** while supporting WCA's mission. This sponsorship provides prominent recognition before and during the annual conference, valuable marketing opportunities, and ongoing visibility throughout the year.

WHAT YOU'LL GET:

- ✓ Logo placement on the WCA sponsor webpage and monthly newsletters
- ✓ Recognition during the annual conference
- ✓ Opportunity to include branded merchandise in conference attendee bags
- ✓ 10% discount on annual conference registration for up to 5 employees

GOLD LEVEL
\$2,500

RANGE CORPORATE SPONSORSHIP



EXPANDING YOUR REACH

The Range Corporate Sponsorship offers organizations an **affordable way to increase brand awareness** while supporting professional development for Wyoming counselors. Sponsors receive recognition through WCA communications, conference acknowledgments, and opportunities to connect with attendees through promotional materials.

WHAT YOU'LL GET:

- ✓ Logo placement on the WCA sponsor webpage and monthly newsletters
- ✓ Recognition during the annual conference
- ✓ Opportunity to include branded merchandise in conference attendee bags
- ✓ 10% discount on annual conference registration for up to 5 employees

SILVER LEVEL

\$1,000

TRAILBLAZER CORPORATE SPONSORSHIP



BUILDING NEW CONNECTIONS

The Trailblazer Corporate Sponsorship is **perfect for organizations beginning their partnership with WCA.**

Sponsors receive year-round recognition and the opportunity to introduce their organization to Wyoming's counseling professionals while supporting the Association's educational and advocacy efforts.

WHAT YOU'LL GET:

- ✓ Name listing on the WCA sponsor webpage and monthly newsletters
- ✓ Recognition during the annual conference
- ✓ Opportunity to include branded merchandise in conference attendee bags

BRONZE LEVEL

\$500

PATHFINDER CORPORATE SPONSORSHIP



SUPPORTING THE JOURNEY

The Pathfinder Corporate Sponsorship is an accessible way to **demonstrate your organization's support** for Wyoming counselors and the mental health profession. This sponsorship provides recognition on WCA platforms while helping advance the Association's mission to strengthen the counseling profession across the state.

WHAT YOU'LL GET:

- ✓ Name listing on the WCA sponsor webpage
- ✓ Recognition during the annual conference
- ✓ Opportunity to include branded merchandise in conference attendee bags

SUPPORTER LEVEL

\$250

ADDITIONAL OPPORTUNITIES



Student Scholarship Sponsor

Help remove financial barriers for future counselors by funding one student's registration to the WCA Annual Conference.

- Funds one conference scholarship for a counseling student
- Recognition as the scholarship sponsor during the conference

\$500

Webinar Sponsor

Support continuing education throughout the year while increasing your organization's visibility.

- Logo featured on a WCA on-demand webinar
- Recognition in webinar promotional materials, when applicable

\$500

FAQ's

Can I share promotional materials?

Yes, depending on your sponsorship level.

Can I sell products?

Direct sales of related products or services by exhibitors is permitted. Exhibitors that choose to sell merchandise at the WCA conference shall assume full responsibility for securing a vendor's license and complying with all applicable laws and regulations, including tax and revenue laws and regulations.

Can I bring multiple representatives?

Depending on space and your sponsorship package, additional representatives are allowed.

Can I sponsor if I cannot attend?

Yes. Depending on your sponsorship level, you may also have the opportunity to include items in our attendees swag bags.

Can I customize a sponsorship?

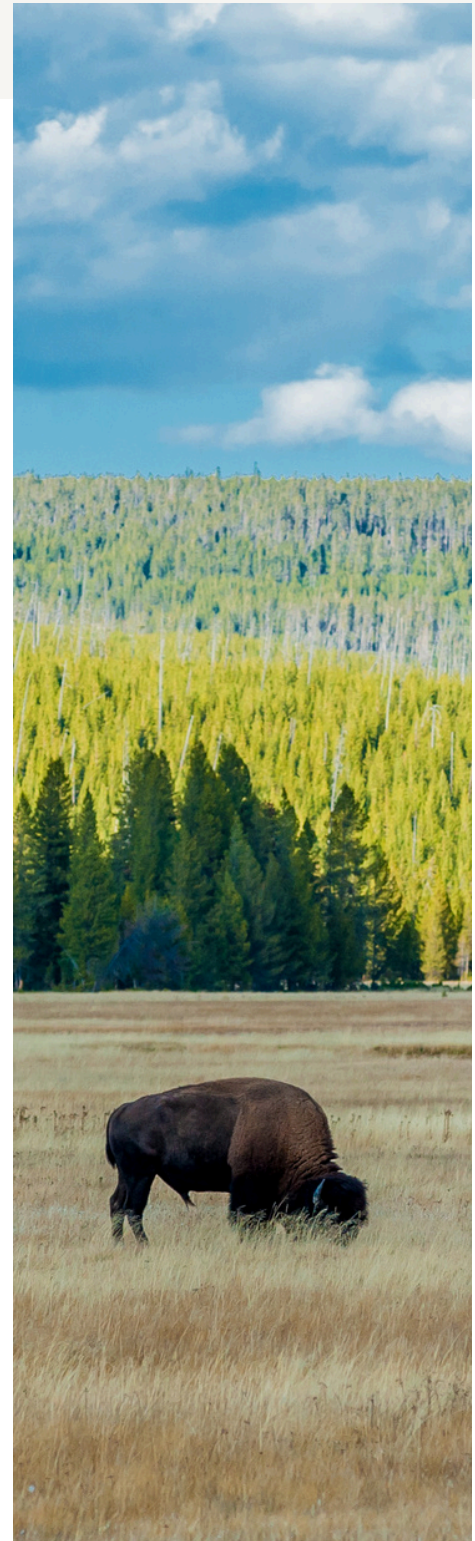
We welcome conversations about customized sponsorship opportunities.

2025–2026: A YEAR OF IMPACT

The Wyoming Counseling Association continues to **grow** its reach, **strengthen** the counseling profession, and **expand** opportunities for connection, education, and advocacy across Wyoming. This year, WCA turned member engagement into meaningful action.

EXPANDED PROFESSIONAL DEVELOPMENT

- **Hosted** statewide Spring and Fall Conferences, providing accessible continuing education opportunities for Wyoming mental health professionals.
- **Expanded** virtual and on-demand continuing education, including training in ethics, suicide prevention, supervision, trauma, and other areas important to Wyoming clinicians.
- **Continued** developing WCA's online learning library, making professional development more accessible to counselors across our rural and frontier state.
- **Strengthened** opportunities for graduate students, new professionals, counselor educators, and experienced clinicians to learn and connect.



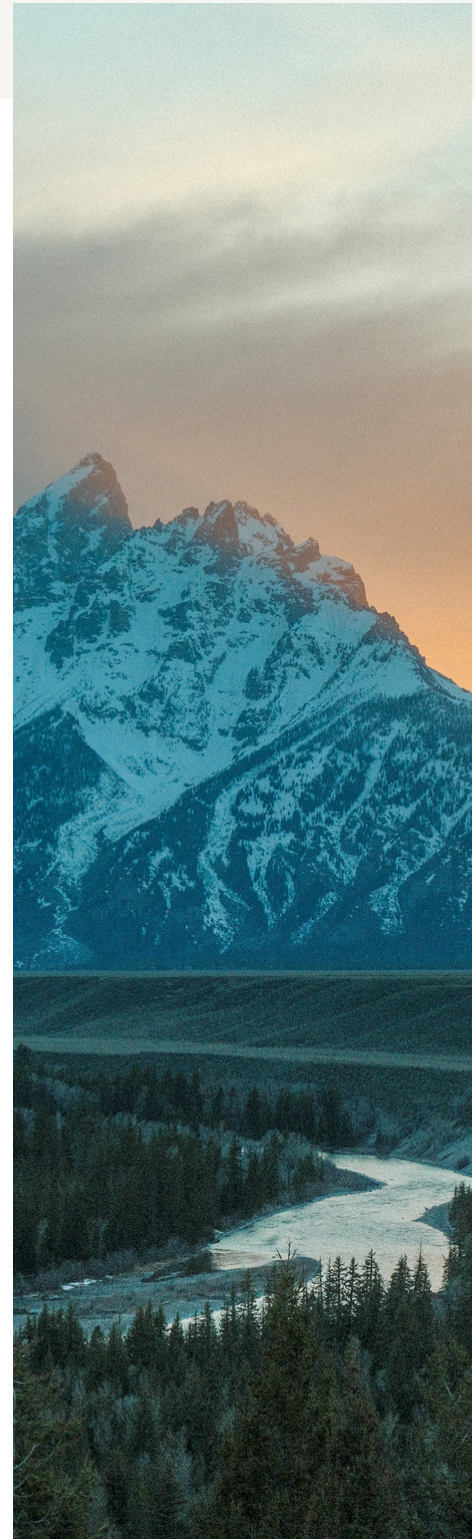
2025–2026: A YEAR OF IMPACT

STRENGTHENED PARTNERSHIPS

- **Expanded** collaboration with NASW Wyoming to create interdisciplinary continuing education opportunities, including a dedicated Ethics Intensive.
- **Built** relationships with behavioral health organizations, community partners, policymakers, and other professional associations.
- **Increased** opportunities for organizations and businesses to connect directly with Wyoming's counseling and behavioral health community.

ELEVATED THE COUNSELING PROFESSION

- **Increased** WCA's presence in conversations affecting mental health access, professional counseling, education, and Wyoming communities.
- **Engaged** state and federal policymakers on issues affecting counselors and the clients they serve.
- **Conducted** a statewide survey of Wyoming mental health providers participating in TRICARE, identifying barriers to participation and opportunities for reform.



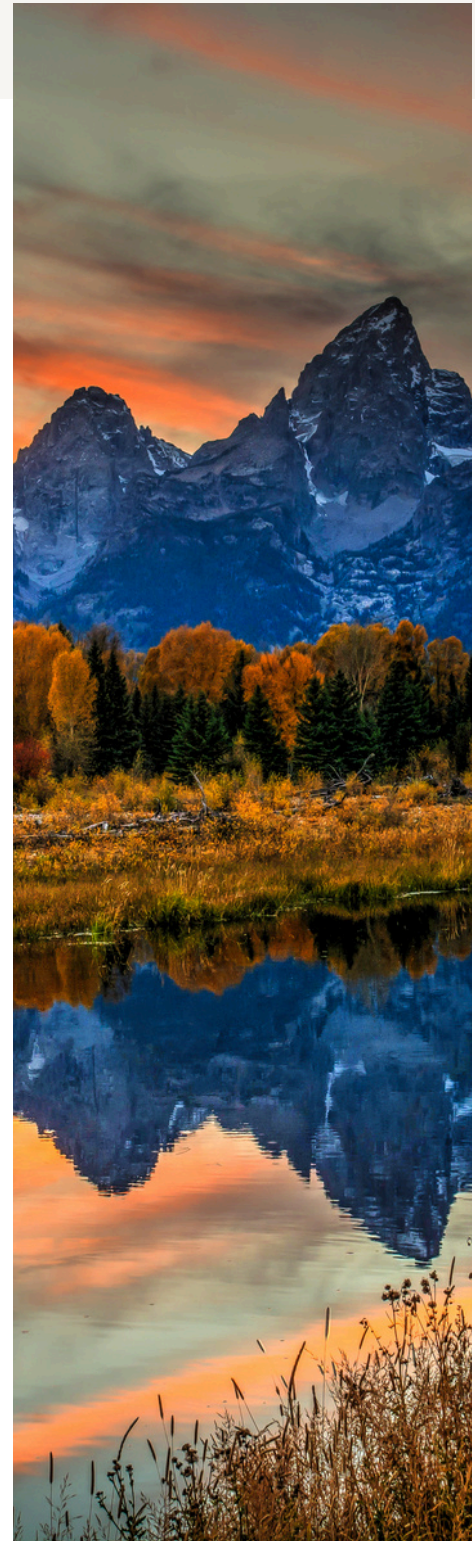
2025–2026: A YEAR OF IMPACT

INVESTED IN OUR MEMBERS

- **Expanded** opportunities for members to participate in WCA leadership and committees.
- **Increased** communication and engagement through newsletters, social media, professional resources, and statewide outreach.
- **Created** additional opportunities to recognize the accomplishments and contributions of Wyoming counselors.
- **Continued** strengthening WCA's organizational infrastructure to support sustainable growth.

ELEVATED THE COUNSELING PROFESSION

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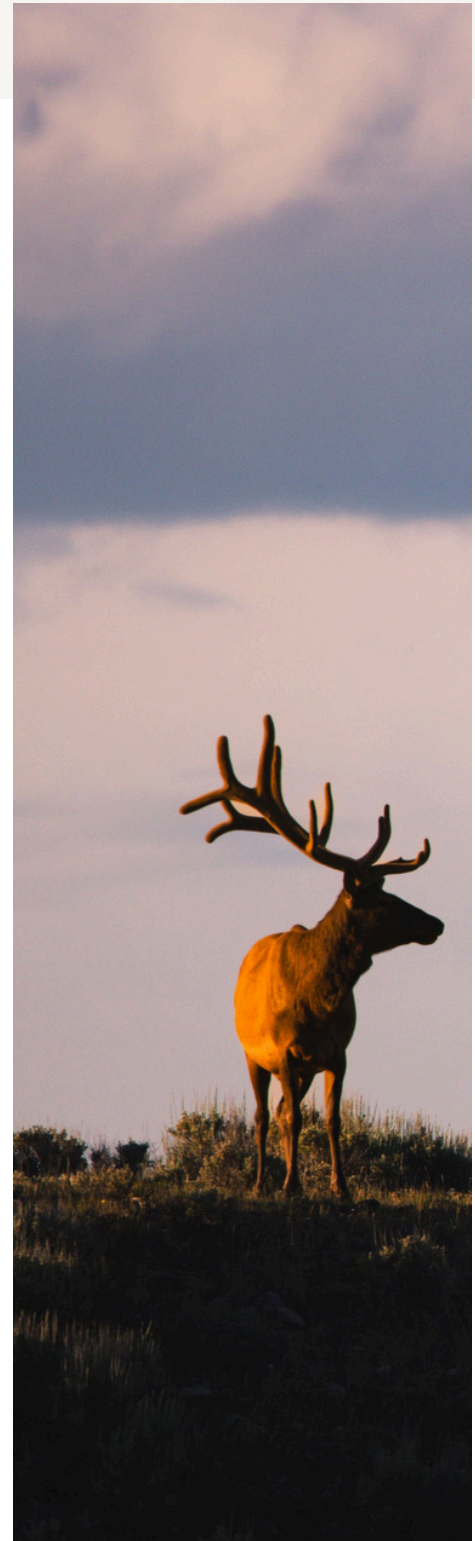
2025–2026: A YEAR OF IMPACT

OUR MOMENTUM IS GROWING

Every conference, training, partnership, advocacy effort, and professional connection helps strengthen Wyoming's behavioral health workforce.

OUR SPONSORS MAKE THIS WORK POSSIBLE

By partnering with WCA, your organization is investing not only in a conference, but in the counselors, students, educators, and behavioral health professionals working every day to improve mental health and well-being in communities across Wyoming.



ABOUT US

The Wyoming Counseling Association (WCA) is a nonprofit, professional organization with the purpose of advocating for the counseling profession and supporting counselors across the state in their work and continuing education.

WCA started out as the Wyoming Personnel and Guidance Association in 1954, under the direction of Dr. Lyle L. Miller. At that time, Dr. Miller was head of the Department of Guidance and Counseling at the University of Wyoming. Counselors from many areas of expertise now come together for the **purpose of collaborating about current research, trends, policies and programs within the counseling profession.**

WCA membership includes counselors in private practice, addiction specialists, play therapists, school counselors, psychologists, psychiatrists, community mental health therapists, and those in student affairs and college counseling. Being aware of current systems of care across Wyoming aids counselors in working together cooperatively, and enhancing the quality of service provided to clients.

***WCA is a branch of the American Counseling Association
The American Counseling Association (ACA) is committed to
nondiscrimination and to the prevention of harassment in all forms—
verbal, physical, sexual, emotional, and psychological—including
protections for transgender, gender non-conforming, and LGBTQ+
individuals.***

As a branch of ACA, the Wyoming Counseling Association is committed to promoting diversity and inclusion among its membership and to advocating for the needs of all those served by counselors in Wyoming, particularly those who have experienced marginalization and oppression based on their identities.

2026 BOARD OF DIRECTORS

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Member-at-Large

SAVANNAH MADDOCKS

Outreach Coordinator

LET'S GET STARTED!

Thank you for considering a partnership with the Wyoming Counseling Association.

Your sponsorship is more than a marketing opportunity—it's an **investment in the counselors, students, educators, and behavioral health professionals who strengthen the mental health of communities across Wyoming**. Together, we can expand access to high-quality continuing education, cultivate future leaders, advocate for the counseling profession, and support the delivery of ethical, evidence-based care.

Whether you're interested in year-round corporate sponsorship, conference visibility, or supporting a specific initiative, we'd love to partner with you to make a lasting impact.

Your partnership helps WCA provide exceptional continuing education, advocate for the counseling profession, support future counselors, and promote ethical, accessible mental health care throughout Wyoming.

Thank you for investing in the future of counseling. We look forward to partnering with you.

Alex Petrino

President

Wyoming Counseling Association





WYOMING COUNSELING ASSOCIATION
