

- 
- MENTAL HEALTH
  - DEVELOPMENTAL  
DISABILITIES
  - SUBSTANCE ABUSE

NORTH CAROLINA  
**COUNCIL OF  
COMMUNITY  
PROGRAMS**

## **STANDING OUT IN A CHANGING MARKET**

### **2012 Marketing, Advertisement & Sponsorship Opportunities**

#### **Market Your Products or Services to:**

- Managed Care Organizations (MCOs)/  
Local Management Entities (LMEs)
- CABHAs
- Private Providers
- State Government Agencies
- State & Private Hospitals
- Consumers
- Advocacy Groups
- Legislators

# Sponsorship Packages

Sponsorship Packages Save Money & Maximize Your Impact !

## PACKAGE 1

### Friend of the Council

An **EXCLUSIVE** year's worth of advertisements, sponsorships & information **ONLY FOR Friends of the Council**. **PLUS FREE AFFILIATE MEMBERSHIP**. **COST:**

**\$3,000** — Sign up by **January 20, 2012** to get ALL benefits of Friend of the Council sponsorship.

*Friend of the Council includes:*

- **Free Affiliate Membership** (see details on next panel)
- **Conference Sponsorship** • A **PRIME** location 8' x 10' exhibit space reserved **ONLY** for Friends of the Council • One complimentary conference registration for exhibit staff • Ad in the Conference Program • Sponsorship of the Excellence Awards • Sponsorship of a breakfast or lunch • Massage Therapist Sponsorship. This package alone is worth over \$2,000!
- **FREE Prime Location Exhibit at Spring Policy Forum for Friends.**
- **One-Year of On-going Email News Updates**— Receive regular updates about on-going policy changes and information on all Council-sponsored training events.
- **Ads in the Community News Update** — Update has a readership of over 2,000 MCO/LME staff, providers, community and state leaders. *Year-long ads cost \$1,000 per year.*
- **Advertisement in Excellence Awards Publication** — read by over 2,500 leaders. *Ad worth \$500.*
- **Free NC Council 2012 Directories & Steep Discounts** — receive five free Directories and only Friends of the Council receive a **deep discount** on the purchase of additional Directories. *Worth over \$100.*
- **Prime Directory Advertisement** — Receive a full-page 2012 Directory ad in the most visible space available — Tab Pages given when available and a complimentary provider listing. *Others pay for ad placement.*
- **Sponsorship of Leadership Awards Banquet** — Two staff may attend the luncheon, receive recognition at the luncheon, listing in the program, and mentioned in the *Community News Update*. *Worth \$500.*
- **Web Page Link** — *Worth \$200.*
- **NEW** - The NC Council has redesigned the Friends of the Council webpage. It now features links to Friends' websites and displays organizations logos.

## PACKAGE 2

### Special Sponsorship

*Includes:*

- Prime Space 6' x 10' Exhibit Booth saved for you at Fall Conference
- Four **FREE** Ads in *Community News Update*
- A complimentary Subscription to *Community News Update*
- Half-page Ad and Listing in 2011 Directory
- Sponsorship of Excellence Awards at Conference

Offers all five sponsorship categories, worth \$2,000.

**Cost: \$1,500** — a savings of \$500.

Sign up by February 28, 2012 to take advantage of ALL the benefits.

## PACKAGE 3

### Advertisement Sponsorship

*Includes:*

- One year of Advertisements in *Community News Update*
- Complimentary Subscription to *Community News Update*
- Provider Listing and Full Page Ad in Directory
- Ad in Conference Registration Brochure
- Full Color Internet Web ad (runs for 14 days) on Council homepage.
- Free link on NC Council website

**Cost: \$1,500** — a savings of over \$700 if purchased separately.

Sign up by January 20, 2012 to take advantage of ALL the benefits.

## PACKAGE 4

### Conference Platinum Sponsorship Our December Conference is the biggest of the year!

*Includes sponsorship of:*

- Prime Exhibit Space (6' x 10' booth in prime location if sponsorship received by 8/12/2011)
- Opening Plenary Session Sponsorship
- Advertisement in Conference Brochure
- Excellence Awards Sponsorship
- Dance Party Sponsorship
- A Breakfast or Lunch Sponsorship
- Session Breaks Sponsorship
- Massage Therapist Sponsorship
- Logo on Canvas Bag

**Cost: \$2,000** (worth over \$3,400)

# Pick 3 — \$1,000 Choose ANY 3 of these Sponsorships:

Spring Policy Forum Exhibit — worth \$350

Half-Page Ad and Provider Listing in 2012 Directory — worth \$400

Industry News Story in *Update* newsletter — worth \$350

Programs of Excellence Awards Advertising — worth \$500

Quarter-Page Ad in *Update* newsletter — worth \$400

Exhibit at Training Events — worth \$250

Web Link — worth \$200

## JOIN THE NC COUNCIL Affiliate Membership LIST OF BENEFITS

### INFORMATION AND COMMUNICATION

- 1. ACCESS TO NC COUNCIL POLICY STAFF** — NC Council Policy Staff are available to answer general policy questions. These staff attend numerous statewide meetings and know what is going on at the state level. A valuable resource for you and your organization.
- 2. TIMELY NEWS UPDATES** — regular emails updating you on any new information related to system changes — memos, reports, legislation, rules, studies, newsletters, State communications, etc.
- 3. AFFILIATE INPUT ON POLICY IMPLEMENTATION** — when policy implementation issues arise and provider input is needed at the state level, the NC Council looks to its Affiliate Members for feedback.
- 4. NC COUNCIL NEWSLETTER** — this national award winning newsletter reports on important policy issues that affect you. The latest issue of this bi-monthly newsletter is emailed directly to you for distribution to your entire staff.
- 5. LIST SERV** — offers an on-line communication tool to correspond with other Affiliates about professional and other issues.

### DISCOUNTS & FREEBIES

- 6. 10% CONFERENCE AND TRAINING REGISTRATION DISCOUNT** — attend Council sponsored trainings and/or our yearly conferences at a 10% discount.
- 7. DISCOUNTED ONLINE CONTINUING EDUCATION & REBATE ON MEMBERSHIP FEE** — Essential Learning offers a 10% discount for any continuing education courses and 15% discount to subscribe and **up to \$750 rebate on your affiliate membership fee.**
- 8. 15% DISCOUNTS ON ADVERTISING/SPONSORSHIPS** on any sponsorship, marketing, exhibiting or advertising you choose with the NC Council.
- 9. DISCOUNT ON PURCHASE** of Yearly MH/DD/SA Directory.
- 10. FREE WEBLINK** with your Organization's Logo on Council Web Page
- 11. FREE LISTING** in NC Council Yearly Directory
- 12. SIGNIFICANT MEMBERSHIP DISCOUNT** for National Behavioral Healthcare Association

### PREFERRED STATUS

- 13. PRIORITY FOR TRAININGS** — Affiliates can get priority registration when needed for Council training events.
- 14. PREFERRED EXHIBIT PLACEMENT** — prime exhibit space set aside for those who sign up early to exhibit (as space allows).
- 15. RECOGNITION AT CONFERENCE AND IN BROCHURE** — members are given special identifiers in the conference program and ribbons to wear during the event.

### RECOGNITION

- 16. FREE ADVERTISING** — submit up to 500 words for the NC Council newsletter describing your program services for an *Industry News* article. The newsletter is read by thousands of MH/DD/SA professionals.
- 17. PUBLICIZE YOUR SUCCESSES** — submit stories for the newsletter column "*Who We Serve*" to tell the story of a client benefiting from your services.
- 18. PRESS RELEASE** — a sample press release to inform local media about your Affiliation.
- 19. NEWSLETTER MEMBER GUIDE** — a yearly directory printed in the Council newsletter of each member with organization description and contact information. Distributed to over 2,000 MH/DD/SA professionals.

### PROFESSIONAL SERVICES

- 20. 70% DISCOUNT TO JOIN THE NATIONAL COUNCIL OF COMMUNITY BEHAVIORAL HEALTHCARE** — a substantial discount of \$2100 is offered to those Affiliates who want to join the National Council (*cost only — \$500*).
- 21. THE MH/DD/SA CAREERS JOB BANK** — post job openings at member discount prices.
- 22. INSURANCE** — Irwin Siegel Agency, Inc. offers Affiliates cost effective, mission driven insurance coverage, in conjunction with evolving risk tools and loss prevention resources to address the unique needs of MH/DD/SA providers.
- 23. PROFESSIONAL SERVICES** — when the NC Council negotiates a contract for professional service, those discounts will apply to Affiliate Members.

### MEMBERSHIP FEE — \$1,500 per year

For more details on membership, go to the *Affiliate Membership Brochure* at [www.nc-council.org](http://www.nc-council.org) or contact Jean Overstreet at (919) 327-1510.

# Advertising - Publications and Other Media



## Advertise in Statewide Newsletter- read by 2,000 MH/DD/SA Professionals

With a readership of over 2,000 MH/DD/SA professionals, your product or service will be advertised to one of the largest MH/DD/SA audience in NC. The NC Council's newsletter, *Community News Update*, is the news source for MCOs/LMEs, Providers, and others, and is one of the few publications reporting what is happening in the MH/DD/SA system regularly.

### Quarter-Page Ads

Quarter-Page Ad Size 4 1/2" (H) x 3 1/2" (W). COST: \$400 per issue

### Regular Size Ad

Ad size 2 1/2" (L) x 2 1/2" (W). You may advertise on a monthly or yearly basis. COST: \$1,000 for full year or \$100 for one month

### Industry News Feature

Would you like more than just an ad in the newsletter? Well now you can have a whole page! The Council offers a feature called "Industry News," this is a page of information on your product or service you can submit for publication in *Community News Update*. COST: \$350

## MH/DD/SA Careers

Online job postings and free resumé postings for MH/DD/SA professionals

[www.nc-council.org](http://www.nc-council.org)

## Web Page Advertising

The Council's website is visited by MH/DD/SA stakeholders throughout North Carolina and the U.S. You can now have a COLOR advertisement right on the front home page. Ad will run for 14 business days. Four-color ad. Contact Jean Overstreet at [Jean@nc-council.org](mailto:Jean@nc-council.org) for details on sizes, cost and availability.

## Web Page Link

The Council's website is explored by numerous MH/DD/SA professionals. Now, your organization's website and logo can be easily accessible too. Link appears one full year. COST: \$200

## Programs of Excellence Publication

Link you program with award winning services by advertising in the Programs of Excellence Brochure, read by thousands of MH/DD/SA leaders, including MCOs/LMEs, CABHAs, Providers and other stakeholders. It is sent to over 2,500 leaders in the state.

Ad size 3 5/16" x 3 5/16". COST: \$500

## When Submitting Advertisements:

Ads should be sent in CORRECT SIZE and should be sent via email as an attachment preferably as a JPEG or an output-ready TIF or EPS format but will accept a PDF. All fonts and artwork should be imbedded in the file. Emails should be sent to [jean@nc-council.org](mailto:jean@nc-council.org).

## NC COUNCIL 2012 DIRECTORY

The NC Council's 2012 Directory will again be highly sought after and will be used by MH/DD/SA Professionals throughout the state. Those who use it say,

*"It is the most used book on my desk."*

*"It is like my bible, I use it everyday."*

### Macon Citizens for the Handicapped, Inc.

<b>BASIC SERVICES</b> Behavioral & Day Programs for people with DD NCTCARE DDSA CATERM III	<b>CONTACT</b> Jennae Collett P.O. Box 608 Four Hills (Macon), NC 28741 Phone: 828-226-3690 Fax: 828-226-3776 Email: <a href="mailto:info@maconcitizens.org">info@maconcitizens.org</a> Website: <a href="http://www.maconcitizens.org">www.maconcitizens.org</a>
<b>PROVIDER ENDORSEMENT</b> Yes	<b>OTHER SERVICE LOCATIONS</b> Four Hills, Wilkes and Zilbo
<b>ACCREDITATION</b> CMTF	



### Lutheran Family Services in the Carolinas

Adoptive, English & Spanish Speaking • American Community Treatment Center  
Family & Individual Counseling • Foster Care, Family & Therapeutic  
Residential Care, Children & Adults • Homebased Therapeutic  
Support, Facilitation • Intensive Life Skills Services • Risk-Reduction Management

1-800-441-5155 (TDD) [www.lfscnc.org](http://www.lfscnc.org)

112 NC Council Directory 2011

## Advertise in the Directory!

The Directory offers you an opportunity to have your ad appear in a book used all year long and often by MH/SA/DD professionals. The Directory offers an array of ad sizes, full page, half-page, tab pages, inside front cover, inside back cover and outside back cover opportunities. **COST VARY.** See Sponsorship Form.

## List your Agency or Professional Service in the Directory

The Provider section is like a Yellow Pages of Private MH/DD/SA Service Providers! This listing makes it easy for MCOs, LMEs and others making referrals to contact your organization

**COST: \$100**

The Professional Services Section makes it easy for those in the MH/DD/SA community to find your business which is geared to their needs.

**COST: \$100**

**Directory Ads and Listings must be received at the Council Office by February 27, 2012.**

Go to [www.nc-council.org](http://www.nc-council.org) for listing form.

# Event Opportunities

Associate your Product or Services with a First-Class event

## December Conference

The NC Council's 2012 Conference and Exhibition, December 5-7, 2012 is expected to be attended by over 700 MH/DD/SA leaders. This conference is an excellent opportunity to network and build relationships.

### Exhibiting at Conference provides:

- Personal Contact
- A Complimentary Conference Registration for one exhibit staff
- Contact Information of all Attendees; and
- Advertising in Registration Materials and on Exhibitor webpage on the Council's website

**COST: \$550, \$650 or \$750 depending on booth size.**  
**Foyer Exhibits \$650.**

### Excellence Awards

This event will provide your organization with a great networking opportunity with leaders in the MH/DD/SA field. It will also associate your organization with excellence in services.

During the Conference, the Programs of Excellence Award winners are recognized for offering outstanding & innovative services to consumers in NC. A reception with food & drinks is open to all attendees. Sponsorship includes: special recognition at the Reception, in the Awards Program, Final Program and mention in the *Community News Update*. **COST: \$500**

### Dance Party

Attendees kick off their shoes and have a good time at the yearly dance party. Sponsorship includes: mention in the Final Program and sinage at the dance.  
**COST: \$300**



### Conference Breakfast or Lunch

Everyone loves to eat, so meal events are the highest attended events at the conference and provides exposure to all attendees. Sponsor a breakfast or lunch during the conference. Sponsorship includes: listing in Final Program and sinage at event. **COST: \$500**

### Advertise in Conference Program

The Conference Registration Program is distributed to over 8,000 MH/DD/SA Professionals in NC and is a great way to be recognized and associated with this well known event.

Ad size — 3  
5/16" x 3 5/16".  
**COST: \$350**

**More Conference  
Sponsorship  
Opportunities will be  
outlined in the Conference  
Exhibit/Sponsorship  
Prospectus available  
summer 2012.**

## Spring Policy Forum Exhibit

On June 18 - 19, 2012, over 400 MH/DD/SA Professionals (MCO/LME decision makers, CABHAs, providers, consumers, advocates and others) are expected to attend the Council's Spring Policy Forum in Raleigh. Exhibits are available for the Spring Policy Forum. Get your table top exhibit now, space sells quickly. **COST: \$350**

### Leadership Awards Banquet

During the Spring Policy Forum, over 300 key MCO/LME leaders, CABHAs, providers and other stakeholders attend the Leadership Awards Banquet to honor MCO/LME and legislative leaders for their contributions to MH/DD/SA services. Sponsorship offers an opportunity to network with LME program leaders and includes: special recognition at the banquet, in the Awards Program and in *Community News Update* and up to 3 staff may attend the banquet. **COST: \$500**

## Exhibit at Trainings

The NC Council holds various training events throughout the year for MCOs/LMEs, Providers and others on various management and service topics based on system needs. You can exhibit at these one-day events; price includes exhibit and attendance at training for one exhibit staff member. **COST: \$250**

# 2012 Sponsorship Form

## DIRECTIONS:

- Please indicate your choices and total the amount at the bottom of the page.
- Fax (919) 755-0697 if paying with Visa or MasterCard
- Mail a copy of this form with a check made payable to "NC Council of Community Programs." Send to: NC Council of Community Program, 505 Oberlin Road, Suite 100, Raleigh, NC 27605. Attn: Jean Overstreet.

For more information contact Jean Overstreet, Director of Marketing and Communication at (919) 327-1510 or go to [www.nc-council.org](http://www.nc-council.org).

ORGANIZATION NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

WEBPAGE \_\_\_\_\_

TO PAY VIA CREDIT CARD

COMPLETE ENTIRELY & FAX to Jean at 919-755-0697

CREDIT CARD # (VISA/MC ONLY)

EXPIRATION DATE \_\_\_\_\_

SECURITY CODE (3 DIGITS ON BACK OF CARD) \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

BILLING ADDRESS FOR CARD \_\_\_\_\_

## 2012 Price List

### 1. Sponsorship Packages

- Package 1 — Friend of the Council . . . . . \$3,000
- Package 2 — Special Sponsorship . . . . . \$1,500
- Package 3 — Advertisement Sponsorship . . . . . \$1,500
- Package 4 — Conference Platinum Sponsorship . . . . . \$2,000
- Pick 3 Sponsorship (Mark categories below) . . . . . \$1,000
- Affiliate Membership . . . . . \$1,500

### 2. Advertising

- Newsletter Quarter Page Ad . . . . . \$400
- Regular Newsletter Ad . . . . . one month for \$100
- Regular Newsletter Ad . . . . . one year for \$1,000
- Industry News . . . . . \$300
- Web Page Advertising . . . . . \$300
- Web Page Link . . . . . \$200
- Programs of Excellence . . . . . \$500

### 3. 2012 Directory Advertisements

- Provider Listing (go to [nc-council.org](http://nc-council.org) for form) . . . . . \$100
- Professional Listing (go to [nc-council.org](http://nc-council.org) for form) . . . . . \$100
- Inside Front Cover Ad [ 7" (h) x 4" (w) ] . . . . . \$1,000
- Outside Back Cover Ad [ 7" (h) x 4" (w) ] . . . . . \$1,500
- Inside Back Cover Ad [ 7" (h) x 4" (w) ] . . . . . \$750
- Tab Ads [ 7" (h) x 4" (w) ] . . . . . \$700
- Full Page Ad [ 7" (h) x 4" (w) ] . . . . . \$550
- Half Page Ad [ 3" (h) x 4" (w) ] . . . . . \$300
- Provider Listing & Full Page Ad . . . . . \$600 (Save \$50)
- Provider Listing & Half Page Ad . . . . . \$375 (Save \$25)

### 4. Fall Conference

- Exhibit Booth (6' d x 10' w) . . . . . \$550
- Exhibit Booth (8' d x 10' w) . . . . . \$650
- Exhibit Booth (10' w x 10' d) . . . . . \$750
- Foyer Exhibit . . . . . \$650
- Excellence Awards . . . . . \$500
- Excellence Awards Dance . . . . . \$300
- Conference Breakfast or Lunch . . . . . \$500
- Advertise in Conference Program . . . . . \$400

### 5. Events

- Exhibit — Spring Policy Forum . . . . . \$350
- Leadership Awards Banquet . . . . . \$500
- Training Exhibit . . . . . \$250

TOTAL . . . . . \$ \_\_\_\_\_