

## 2022 CONTINUING EDUCATION VIRTUAL SPONSORSHIP OPPORTUNITIES



The Nevada Psychological Association (NPA) is a largely volunteer based, 501(c)6 non-profit organization that consists of licensed psychologists working in professional and academic settings, psychology students, and affiliated or associated others interested in psychology and the mental health field. NPA strives to provide quality public and professional education and services and legislative involvement to promote the health and well-being of our community. To learn more about NPA, visit our website at [www.NVPsychology.org](http://www.NVPsychology.org).

### Why become a sponsor of NPA?

Becoming a sponsor helps support our organization in its efforts to provide high-quality education to health professionals throughout our state, public education, and legislative efforts to support psychology in Nevada. Additionally, sponsorship provides an excellent marketing opportunity for your organization by putting you face-to-face with potential referral sources eager to learn about your organization. Our events typically can range from 40-100+ attendees. We offer six levels of sponsorship.

### 2022 CONTINUING EDUCATION (CE) CALENDAR

#### **Suicide Prevention and Awareness in the Time of COVID-19: Caring for Our Patients and Ourselves**

Presented by Megan Freeman, Ph.D.

Friday, February 11<sup>th</sup> Live, virtual webinar 2 Suicide CE Credits

#### **Tackling Eating Disorders: Risks, Prevention, Early Detection, and Evidence Based Interventions**

Presented by Lindsey Ricciardi, Ph.D.

Friday, March 4<sup>th</sup> Live, virtual webinar 6 CE Credits

#### **NPA 30<sup>th</sup> Annual Conference:**

#### **Perplexing Problems in Psychological Practice: Decision Science, Ethics & Risk Management**

Presented by Daniel O. Taube, J.D., Ph.D.

Friday, April 22<sup>nd</sup> Live, virtual webinar 6 Ethics CE Credits

#### **The Legal and Ethical Game Show Challenge: Are You Smarter than a Fifth Grader?**

Presented by Clifton Mitchell, Ph.D.

Friday, September 23<sup>rd</sup> Live, virtual webinar or in-person Las Vegas 6 Ethics CE Credits

#### **Suicide Prevention: Evidence-Based Strategies for the Therapy Office and the Community**

Presented by Kristen Davis-Coelho, Ph.D.

Friday, October 21<sup>st</sup> Live, virtual webinar or in-person Reno 2 Suicide CE Credits

#### **Keeping on Your Toes – Timely Topics in Clinical Supervision**

Presented by Michelle Paul, Ph.D.

Friday, November 11<sup>th</sup> Live, virtual webinar or in-person Las Vegas 3 CE Credits

#### **Cultural Competency**

Speaker and date tbd 2-3 Cultural Competency CE Credits

## 2022 CE VIRTUAL SPONSORSHIP OPTIONS

NPA live, virtual webinars are a perfect opportunity to promote your services, products, or organization! More details about our 2022 CE trainings can be viewed on our website at [www.NVPsychology.org](http://www.NVPsychology.org). If you are interested in becoming a 2022 Virtual Sponsor, please submit request to [admin@nvpsychology.org](mailto:admin@nvpsychology.org).

<b>TITANIUM LEVEL SPONSOR \$2,500 (ALL SIX 2022 CE PROGRAMS)</b>	
✓	<b>Designated as a Titanium Level Sponsor</b> for our 2021 Continuing Education Series
✓	<b>Company name, and logo with hyperlink to company's website</b> will appear on <b>NPA website home page</b> and on <b>all NPA collateral material</b> (registration and program brochure mailed/emailed to over 1,000 Nevada mental health providers, news releases, website, etc.) for all programs
✓	<b>Prominent sponsorship announcement</b> on all six NPA webinar event pages
✓	<b>120-second video</b> linked to all seven NPA webinar event pages and shared during introduction of webinar.
✓	<b>One full page advertisement</b> in each of the Spring and Fall NPA Digital Newsletters
✓	<b>Sponsorship listing</b> on all marketing e-blasts and social media posts
✓	<b>Acknowledgment of Titanium Level Sponsor</b> in the Program Brochure emailed to 1,000 Nevada mental health providers
✓	<b>Two admissions</b> to each of the six programs (a \$1,500 value) sponsored for attendees of your choice

<b>PLATINUM LEVEL SPONSOR \$2,000 (FOUR CE PROGRAMS OF YOUR CHOICE)</b>	
✓	<b>Prominent sponsorship announcement</b> on each of the five NPA webinar event pages
✓	<b>90-second video</b> linked to each of the four NPA webinar event pages and shared during introduction of webinar.
✓	<b>Acknowledgment of sponsorship</b> in the Program Brochures emailed to approximately 1,000 Nevada mental health providers
✓	<b>One half page advertisement</b> in each of the Spring and Fall NPA Digital Newsletters
✓	<b>Sponsorship listing</b> on all marketing e-blasts and social media posts
✓	<b>Two admissions</b> to each of the four programs (a \$1800 value) sponsored for attendees of your choice

<b>DIAMOND LEVEL SPONSOR \$1,500 (THREE CE PROGRAMS OF YOUR CHOICE)</b>	
✓	<b>Prominent sponsorship announcement</b> on each of the three NPA webinar event pages
✓	<b>90-second video</b> linked to each of the three NPA webinar event pages and shared during introduction of webinar.
✓	<b>Acknowledgment of sponsorship</b> in the Program Brochures emailed to approximately 1,000 Nevada mental health providers
✓	<b>One half page advertisement</b> in each of the Spring and Fall NPA Digital Newsletters
✓	<b>Sponsorship listing</b> on all marketing e-blasts and social media posts
✓	<b>One admission</b> to each of the three programs of your choice

## 2022 CE VIRTUAL SPONSORSHIP OPTIONS

<b>GOLD LEVEL SPONSOR \$1,000 (TWO CE PROGRAMS OF YOUR CHOICE)</b>	
✓	<b>Sponsorship announcement</b> on each of the two NPA webinar event pages
✓	<b>60-second video</b> linked to each of the two NPA webinar event pages and shared during introduction of webinar.
✓	<b>Acknowledgment of sponsorship</b> in the Program Brochures emailed to approximately 1,000 Nevada mental health providers
✓	<b>One half page advertisement</b> in each of the Spring and Fall NPA Digital Newsletters
✓	<b>Sponsorship listing</b> on all marketing e-blasts and social media posts
✓	<b>One admission</b> to each of the two programs of your choice

<b>SILVER LEVEL SPONSOR \$500 (ONE CE PROGRAM OF YOUR CHOICE)</b>	
✓	<b>Sponsorship announcement</b> on each of the two NPA webinar event pages
✓	<b>30-second video</b> linked to each of the two NPA webinar event pages and shared during introduction of webinar.
✓	<b>Sponsorship listing</b> on all marketing e-blasts and social media posts
✓	<b>One admission</b> to one program of your choice

<b>BRONZE LEVEL SPONSOR \$250 (ONE CE PROGRAM OF YOUR CHOICE)</b>	
✓	<b>Sponsorship announcement</b> on NPA webinar event page of your choice
✓	<b>Sponsorship listing</b> on all marketing e-blasts and social media posts

### **Information allowed in sponsorship announcements and videos:**

- Sponsor logos and slogans which are an established part of the identity of the company (that do not contain comparative or qualitative descriptions)
- Sponsor locations and telephone numbers, value-neutral descriptions (including displays or visual depictions) of a sponsor's product-line or services
- Sponsor brand or trade names, and product service listing, which may include: brief description of company, a link to company website and contact information

### **Information not allowed in sponsorship announcements and videos:**

- Sponsors may not "advertise" products or services.
- Announcements may not include messages containing qualitative or comparative language, price information, or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use such products or services.