2025

LCA

Conference

Sponsor



October 5-7, 2025 Baton Rouge, LA Crowne Plaza Executive Center Hotel

OVERVIEW

**2025 Louisiana Counseling Association Annual Conference**  **Cultivating Empathy: Empowering Clients and Counselors**

**October 5-7, 2025, Baton Rouge, Louisiana**

**Crowne Plaza Executive Center Hotel**

The Louisiana Counseling Association (LCA), a Branch of the American Counseling Association, is a professional association representing the many mental health professionals in Louisiana including LPCs, PLPCs, LMFTs, PLMFTs, School Counselors, College Counselors, Career Counselors, military, religious and multicultural counselors.

**The Conference:**

* Three (3) day annual event.
* The premier mental health conference in Louisiana.
* The conference attracts mental health professionals across Louisiana.
* Up to 19 exhibit spaces to meet and greet the 1000 attendees in person.
* Sponsors have the opportunity to promote your organization to over 2000 mental health professionals year-round.

**Who Sponsors and Exhibits?**

* Academic and Educational Institutes
* Government Agencies
* Long-term Care Organizations
* Mental health Care Providers and Services
* Nonprofit Organizations
* Professional Services

**Benefits to Exhibiting and Sponsoring**

* Being a sponsor or exhibitor at LCA demonstrates your commitment to advancing the field, supporting professional development, and enhancing the resources available to mental health professionals.
* By sponsoring the conference, you will align your brand with excellence in counseling and mental health across Louisiana.
* Sponsoring the conference places your brand in front of a highly engaged and diverse group of mental health professionals, counselors, and educators. It’s a unique opportunity to showcase your products, services, or mission to the people who directly impact communities.
* From conference materials to on-site signage and digital platforms, your sponsorship allows for customizable exposure that suits your specific marketing goals. Whether you're looking to increase brand awareness or position yourself as an industry expert, we will ensure your brand is prominently featured in ways that maximize your impact.

**Conference Sponsorship Packages**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Gold  $3250 | Silver  $2250 | Bronze  $1750 | Exhibitor  $475 |
| Recognition on the conference home page banner. | \* | \* | \* |  |
| Complimentary Conference Registration (This may be Conference Staff or one of your employees) | 3 | 2 | 1 |  |
| Complimentary Tickets to the LCA Luncheon  (See Note Below) | 3 | 2 | 1 | 1 |
| Opportunity to include promotional material in the Conference bags at no extra fees | \* | \* | \* | \* |
| Recognition on the website, the Community Bulletin Board, and the conference App; Conference Slideshow. | \* | \* | \* | \* |
| Name on Signage placed throughout the conference area | \* | \* | \* | \* |
| Email blast to full membership acknowledging conference sponsorship | \* | \* | \* | \* |
| Advertisement in newsletter (See bullet one bellow) | \*\*\*\*  Full page | \*\*\*\*  Half page | \*\*\*\*  Quarter page | Recognition |
| Exhibit Table | Pre-Function Hall | Pre-Function Hall | Pre-Function Hall | Pre-Function Hall |

**Note: Additional tickets can be purchased for $40.00.**

* Advertisement in newsletter is included in the Conference Sponsor Packet fee
* Names of participants to receive the complimentary registrations should be emailed to [lca\_austin@bellsouth.net](mailto:lca_austin@bellsouth.net) no later than 9/1/2025. You will receive a discount code for them to use.
* Ads for the newsletter should be emailed to [lcanews@outlook.com](mailto:lcanews@outlook.com) no later than 9/1/2025

Full page 7.5 x 10; ½ page 7.5 x 4 15/16 (h); ¼ page 3 11/16 x4 15/16

* Be sure to include organization’s web page link on application and logo URL.
* Information concerning the hotel block may be found <https://www.lacounseling.org/lca/Hotel_Information.asp>

**Spotlight Sponsorship Packages**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Tote Bag  Sponsor  $2,000 | Hospitality  Package  $1,500 | Digital Media Exposure Package  $325 |
| Exclusive acknowledgement on all conference tote bags | \* |  |  |
| Exclusive acknowledgement during continental breakfast, wellness, all refreshment breaks, and in the wellness room. |  | \* |  |
| Advertisement in newsletter |  |  | \* |
| Digital Media Posts  before, during, and after the annual conference. |  |  | \* |
| Recognition on the website, the Community Bulletin Board, App, and the Conference Slideshow. |  |  | \* |
| Email blast to full membership acknowledging conference sponsorship |  |  | \* |
| Exclusive acknowledgement as a sponsor during one of the monthly “Ask the Expert” (LCA provided CEU opportunities) |  |  | \* |
| Opportunity to include promotional material in the conference bags | \* | \* | \* |

* The Spotlight Sponsorships amplify your presence before, during, and after the conference.
* Tailor your approach by adding a Spotlight Sponsorship to increase your visibility or use it as a standalone strategy to promote your brand and services.
* These sponsorships give your brand a prominent role in the conference experience.
* Have your logo featured on the tote bags that attendees carry.
* Sponsor hospitality areas where participants relax and network.
* The Digital Media Exposure Package ensures your brand stays front and center throughout the entire year.
* Reach LCA members beyond the conference dates with ongoing exposure.