



SPONSORSHIP AND EXHIBITOR

**2026
CONFERENCE
OFFERINGS**



**Washington Association for Marriage and Family Therapy
2026 Annual Conference
September 25 & 26**

We invite you to partner with the Washington Association for Marriage and Family Therapy (WAMFT) as a sponsor or exhibitor at our 2026 Annual Fall Conference, themed:

“Roots for Connection: Deepening Systemic Practice In Changing Times”

This exciting event will bring together systemic therapy professionals from across Washington State and the Pacific Northwest for two days of innovation, collaboration, and community-building—both in-person and online.

Why Sponsor or Exhibit at WAMFT’s Conference?

Partnering with the Washington Association for Marriage and Family Therapy (WAMFT) puts your organization in direct connection with a dedicated, engaged community of licensed marriage and family therapists, students, educators, and behavioral health professionals across the state.

Our Annual Conference is WAMFT’s flagship event, known for its quality programming, community-centered values, and commitment to ethics, inclusion, and professional excellence. Bringing together professionals for thought-provoking workshops, research presentations, networking, and celebration of systemic excellence.

Whether you're looking to connect with mental health professionals in private practice, higher education, community agencies, or clinical training programs, our conference provides meaningful visibility and real opportunities to engage.

By sponsoring or exhibiting at WAMFT’s Conference, you can:

- Build brand recognition among MFTs, educators, and mental health leaders
- Generate warm leads and expand your customer base
- Launch or showcase a new product, service, or training
- Develop strategic partnerships and collaborations
- Network with attendees, presenters, and other professionals
- Recruit prospective employees or interns
- Demonstrate your support for continuing education and professional development
- Align your brand with an organization rooted in ethics, care, and relational values



Washington Association for Marriage and Family Therapy
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About WAMFT

Founded in 1976, WAMFT is an Independent Affiliate of the American Association for Marriage and Family Therapy (AAMFT). We offer dynamic educational events, advocate for the advancement of systemic therapy, and prioritize support for students and emerging professionals.

Our vision is to cultivate strong connections among therapy professionals and promote systemic education throughout Washington State. We support therapists across their career span—from students to seasoned clinicians—by fostering mentorship, networking, continuing education, and advocacy.

We believe that partnerships between private practices, agencies, educators, and community stakeholders are essential to strengthening and sustaining Washington's mental health workforce. Sponsoring or exhibiting at our conference is one impactful way to join this mission and connect with the heart of the therapeutic community.

About our 2026 Annual Conference

- **Theme:** "Roots for Connection: Deepening Systemic Practice In Changing Times"
- **Location:** Great Wolf Lodge, Centralia, WA 98531
- **Format:** Hybrid (in-person & online)
- **Dates:** September 25th & 26th, 2026
- **Anticipated Attendance:** 100–150 systemic therapists and interdisciplinary professionals



Conference Tracks

1. **Foundations of Connection:** Revisiting what grounds and sustains systemic practice by exploring the enduring wisdom of systemic theory.
2. **Interconnected Practices:** Exploring identity, culture, and the global reach of systemic work.
3. **Power & Possibility:** Transforming systems for justice and resilience.

Special Presentation Distinctions:

Sex Therapy (AASECT CEUs)
Law & Ethics (Ethics, Health Equity, Professional Boundaries and Responsibilities CEUs)
Visionary Poster Presentations

Sponsorship Opportunities

Premier Sponsor (\$5,000)

Sponsorship Includes:

Title Sponsor Recognition:

"WAMFT 2026 Conference, presented by [Sponsor Name]."

- Logo and hyperlink in WAMFT member emails (900+ recipients)
- Logo and hyperlink in event registrant emails
- Website logo placement on event page
- 5 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 5 pre- and post-event communications (e-newsletters / thank you emails)
- On-site table & virtual booth:
 - [On-site Table](#): Standard Folding Table and 2 Chairs in the Exhibitor Hall, which allows direct access for your organization with all in-person attendees during the event!
 - [Virtual Booth](#): App Exhibitor Space, which interfaces with all conference attendees and provides direct two-way communication between all attendee types and your organization.

Employee Benefit:

- 4 full 2-day conference tickets (non-transferable and non-refundable)
- 20% discount on conference tickets for unlimited staff (excludes add-ons)



Sponsorship Opportunities

Lead Sponsor (\$3,000)

Sponsorship Includes:

- Logo and hyperlink in event registrant emails
- Website logo placement on event page
- 4 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 4 pre- and post-event communications (e-newsletters / thank you emails)
- On-site table & virtual booth:
 - [On-site Table](#): Standard Folding Table and 2 Chairs in the Exhibitor Hall, which allows direct access for your organization with all in-person attendees during the event!
 - [Virtual Booth](#): App Exhibitor Space, which interfaces with all conference attendees and provides direct two-way communication between all attendee types and your organization.

Employee Benefit:

- 2 full 2-day conference tickets (non-transferable and non-refundable)
- 15% discount on conference tickets for unlimited staff (excludes add-ons)



Sponsorship Opportunities

Signature Sponsor (\$2,000)

Sponsorship Includes:

- Website logo placement on event page
- 3 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 3 pre- and post-event communications (e-newsletters / thank you emails)
- On-site table & virtual booth:
 - [On-site Table](#): Standard Folding Table and 2 Chairs in the Exhibitor Hall, which allows direct access for your organization with all in-person attendees during the event!
 - [Virtual Booth](#): App Exhibitor Space, which interfaces with all conference attendees and provides direct two-way communication between all attendee types and your organization.

Employee Benefit:

- 1 full 2-day conference tickets (non-transferable and non-refundable)
- 15% discount on conference tickets for unlimited staff (excludes add-ons)



Sponsorship Opportunities

Impact Sponsor (\$1,750)

Sponsorship Includes:

- Website logo placement on event page
- 2 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 2 pre- and post-event communications (e-newsletters / thank you emails)
- On-site table & virtual booth:
 - [On-site Table](#): Standard Folding Table and 2 Chairs in the Exhibitor Hall, which allows direct access for your organization with all in-person attendees during the event!
 - [Virtual Booth](#): App Exhibitor Space, which interfaces with all conference attendees and provides direct two-way communication between all attendee types and your organization.

Employee Benefit:

- 15% discount on conference tickets for unlimited staff (excludes add-ons)



Sponsorship Opportunities

Networking Sponsor (\$1,250)

Sponsorship Includes:

- Website logo placement on event page
- 1 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 1 pre- and post-event communications (e-newsletter / thank you email)
- On-site table & virtual booth:
 - [On-site Table](#): Standard Folding Table and 2 Chairs in the Exhibitor Hall, which allows direct access for your organization with all in-person attendees during the event!
 - [Virtual Booth](#): App Exhibitor Space, which interfaces with all conference attendees and provides direct two-way communication between all attendee types and your organization.

Employee Benefit:

- 10% discount on conference tickets for unlimited staff (excludes add-ons)



Sponsorship Opportunities

Program Sponsor (\$1,000)

Sponsorship Includes:

- Website logo placement on event page
- 1 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 1 post-event communication (thank you email)
- On-site table & virtual booth:
 - [On-site Table](#): Standard Folding Table and 2 Chairs in the Exhibitor Hall, which allows direct access for your organization with all in-person attendees during the event!
 - [Virtual Booth](#): App Exhibitor Space, which interfaces with all conference attendees and provides direct two-way communication between all attendee types and your organization.

Employee Benefit:

- 10% discount on conference tickets for unlimited staff (excludes add-ons)



Sponsorship Opportunities

Community Sponsor (\$750)

Sponsorship Includes:

- Website logo placement on event page
- 1 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 1 post-event communication (thank you email)
- On-site table & virtual booth:
 - [On-site Table](#): Standard Folding Table and 2 Chairs in the Exhibitor Hall, which allows direct access for your organization with all in-person attendees during the event!
 - [Virtual Booth](#): App Exhibitor Space, which interfaces with all conference



Sponsorship Opportunities

Practice Sponsor (\$500)

For small practices & group practices

Sponsorship Includes:

This sponsorship level is designed specifically for small and group practices who want to increase visibility, share their services, and demonstrate support for the WAMFT community.

- Practice name and logo listed on the conference website
- Practice name and logo listed in the conference app
- Practice logo included in a shared Practice Sponsors slide during the conference
- Recognition as a Practice Sponsor in post-conference communication (thank you email)

This level does not include an exhibitor table.

Employee Benefit:

- 10% discount for unlimited staff



Sponsorship Opportunities

Friend of WAMFT (\$50-300)

For individuals, clinicians, allies, and community supporters

Sponsorship Includes:

Friend of WAMFT sponsorships reflect a personal commitment to WAMFT's mission, values, and the advancement of systemic therapy across Washington State.

- Name listed on the conference website
- Name included on a shared Friend of WAMFT recognition slide
- Thank-you acknowledgment in post-conference communications
- Recognition as a Friend of WAMFT in post-conference communication (thank you email)

This level does not include an exhibitor table.



Exhibitor-Only Opportunities

In-Person Exhibitor - \$600

Includes:

- Website logo placement on event page
- 1 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 1 post-event communication (thank you email)
- Standard exhibitor table and chairs
- Listing in exhibitor directory (website and conference app)
- Two exhibitor passes

Virtual Exhibitor - \$350

Includes:

- Website logo placement on event page
- 1 social media acknowledgements (Facebook, Instagram, Twitter/X, LinkedIn)
- Featured slide at event.
- Highlighted in 1 post-event communication (thank you email)
- Listing in exhibitor directory (website and conference app) accessible to all attendees

WAMFT 2026 Conference Sponsorship Comparison Table

Tier	Investment	Who This Is For	Exhibitor Presence	Registration Benefits
Premier Sponsor	\$5,000	Organizations seeking top-level visibility and leadership alignment with WAMFT	Yes	4 full 2-day registrations + 20% discount for unlimited staff
Lead Sponsor	\$3,000	Organizations wanting strong, high-impact visibility	Yes	2 full 2-day registrations + 15% discount for unlimited staff
Signature Sponsor	\$2,000	Organizations seeking consistent recognition and exhibitor presence	Yes	1 full 2-day registration + 15% discount for unlimited staff
Impact Sponsor	\$1,750	Organizations supporting conference impact and community engagement	Yes	15% discount for unlimited staff
Networking Sponsor	\$1,250	Organizations wanting presence during high-connection moments	Yes	10% discount for unlimited staff
Program Sponsor	\$1,000	Organizations supporting learning and program content	Yes	10% discount for unlimited staff
Community Sponsor	\$750	Small organizations seeking visibility and community support	Yes	—
Practice Sponsor	\$500	Small & group practices seeking advertising-focused visibility	No	10% discount for unlimited staff
Friend of WAMFT	\$50–\$300	Individuals & allies supporting WAMFT's mission	No	—

WAMFT 2026 Conference Exhibitor Comparison Table

Tier	Investment	Who This Is For	Exhibitor Presence	Registration Benefits
In-Person Exhibitor	\$600	Organizations wanting direct attendee engagement	Yes	2 exhibitor passes
Virtual Exhibitor	\$350	Organizations wanting digital presence only	Yes	—



READY TO JOIN US?

You can submit your sponsorship or exhibitor commitment via:

2026 WAMFT Annual Conference Sponsorship & Exhibitor Agreement Form
found on our website

For questions or collaboration ideas, please reach out anytime:

- Charity Francis, Treasurer – treasurer@wamft.org
- Claudia Johnson, President - Elect & Conference Chair – president-elect@wamft.org

We're excited to collaborate with you in building the future of systemic therapy!

Thank you for considering this opportunity to make an impact across Washington's mental health landscape.



HELPING HAND PARTNERSHIP OPTIONS

Not ready for a financial sponsorship?
You can still make an impact!
We welcome in-kind contributions, such as:

- Session leadership or speaker referrals
- Discounted or donated services (lodging, food, printing, tech, etc.)
- Fundraising support (auction/raffle items, swag, gift cards)
- Volunteer time or team support before, during, and after the event

If you have another idea, we'd love to hear it!