



THERAPY FIRST

INAUGURAL NATIONAL CONFERENCE

SPONSORSHIP GUIDE

**Identities in the
Therapy Room:
What Is Unfolding?**



OCTOBER 17-18, 2026



NEW YORK CITY

**FINDING CLINICAL
COMMON GROUND**



[THERAPYFIRST.ORG](https://therapyfirst.org)

ABOUT

Therapy First

Meeting the needs of gender dysphoric youth is one of the most urgent and complex challenges facing the mental health field today. Therapy First's mission is to raise the quality of care available to this population and to drive the systemic improvements in the mental health field necessary to meet their needs.

Therapy First works to achieve its mission through the clinical training and professional development of mental health clinicians, helping them acquire the knowledge and skills needed to provide high-quality care to young people experiencing gender dysphoria. Therapy First has been featured in *The New York Times* and *The Washington Post*.



BROAD REACH

A professional network of mental health clinicians across the U.S. and internationally working to improve care for gender distressed youth.



CLINICAL TRAINING

Clinical training, webinars, conferences and resources for mental health clinicians.



PROFESSIONAL DIALOGUE

Fostering professional dialogue across the mental health field to improve the quality of care.



CONTINUING EDUCATION

Therapy First is approved by the American Psychological Association to sponsor continuing education for psychologists and has been approved by NBCC as an Approved Continuing Education Provider.

A MESSAGE FROM

Our President



It is in challenging times that we recognize the shoulders we stand on. More than fifty years ago, Wilfred Bion described the kind of listening psychotherapy requires as the capacity to listen without memory or desire.

His words reflect an orientation that guides mental health clinicians to receive what clients bring with curiosity, openness, and humility. This capacity is nowhere more necessary than in the care of young people today, as the psychotherapy profession navigates various strains on the mental health system and rapid social, cultural, and technological changes in our world.

Therapy First is humbled to take this next step in addressing the challenges affecting both young people and the clinicians entrusted to help steward their development. ***Identities in the Therapy Room: What Is Unfolding?*** is a first-of-its-kind conference bringing together high-caliber mental health clinicians from diverse perspectives to find the clinical common ground needed to improve care for young people experiencing gender dysphoria.

We invite you to join us in this work.

— **Paul Garcia-Ryan**
PRESIDENT, THERAPY FIRST



ABOUT THE Conference

Identities in the Therapy Room: What Is Unfolding? is Therapy First's inaugural national conference, bringing together high-caliber mental health clinicians from diverse perspectives to find clinical common ground in caring for young people experiencing gender dysphoria.

Over two full days, mental health clinicians will consider the complexities of caring for young people experiencing gender dysphoria within today's rapidly changing social, cultural, and technological landscape. Through presentations and professional dialogue, the conference will create space for clinicians to think together about what culturally and professionally competent clinical care now demands.

Featuring 27 distinguished speakers representing a range of clinical perspectives, with psychologist Jonathan Shedler as keynote speaker, programming includes plenary presentations, panel discussions, continuing education opportunities, breakfast and lunch both days, and a Saturday evening reception.

**RAISING THE QUALITY OF CARE FOR
GENDER DISTRESSED YOUTH**

SPONSOR OPPORTUNITIES INCLUDE:



Saturday Opening Remarks
The conference's official welcome



Plenary Sessions
Both days



Sunday's Closing Plenary
"Looking Ahead"



Registration, Breakfast, & Lunch
Both days

WHY Sponsor

Therapy First's conference brings practicing mental health clinicians together for two full days of professional development and dialogue on the care of young people experiencing gender dysphoria.

Sponsorship offers an opportunity to increase your brand's visibility while supporting Therapy First's mission to improve the quality of care available to these young people.

Sponsor recognition extends beyond the conference through Therapy First's website, social media, communications reaching 400+ member clinicians, and a broader network of mental health professionals.



REACH CLINICIANS

Build awareness among practicing mental health clinicians from across the country.



SUPPORT BETTER CARE

Help advance clinical learning and dialogue focused on improving care for gender distressed youth.



INCREASE VISIBILITY

Recognition during the conference and through Therapy First's ongoing communications.



AN ESTABLISHED VOICE

Be part of Therapy First's established role in the professional dialogue, with work featured in *The New York Times* and *The Washington Post*.

Sponsorship Levels

Choose from five levels of support — Presenting, Platinum, Gold, Silver, and Bronze, or ask about custom or à la carte options tailored to your goals and budget.

BENEFIT	PRESENTING \$50,000	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Welcome remarks from the podium	✓	—	—	—	—
Logo on step-and-repeat stage backdrop / signage	✓	✓	✓	—	—
Exhibit table at the conference	✓	✓	✓	—	—
Ad in printed conference program	✓	✓	✓	✓	—
Verbal recognition, both days	✓	✓	—	—	—
Social media feature (before and after)	✓	✓	✓	—	—
Logo on conference website	✓	✓	✓	✓	✓
Logo in pre/post-conference emails	✓	✓	✓	✓	✓
Listing in printed program	✓	✓	✓	✓	✓
Complimentary registrations	6	4	3	2	1

Sponsorship Levels

Choose from five levels of support (Presenting, Platinum, Gold, Silver, and Bronze) or ask about custom or à la carte options tailored to your goals and budget.

PRESENTING SPONSOR

\$50,000

Serve as the conference's exclusive Presenting Sponsor and play a central role in Therapy First's inaugural national conference.

- Recognition by name as Presenting Sponsor throughout the conference and in all related communications
- Representative welcome remarks during Saturday's Opening Remarks
- Premier logo placement on all signage, step-and-repeat, and conference materials
- Full-page ad in the printed conference program
- Premium exhibit table location, both days
- Verbal recognition from the podium each day
- 6 complimentary conference registrations
- Dedicated social media feature and inclusion in the post-conference impact recap

PLATINUM SPONSOR

\$25,000

Prominent visibility across conference materials, signage, and digital channels.

- Logo on step-and-repeat and event signage
- Half-page ad in the printed conference program
- Exhibit table at the conference
- Verbal recognition from the podium
- 4 complimentary conference registrations
- Social media feature

GOLD SPONSOR

\$10,000

Position your organization as a key supporter of the conference and its mission.

- Logo on event signage and in the printed program
- Quarter-page ad in the printed conference program
- Exhibit table at the conference
- 3 complimentary conference registrations
- Social media mention

SILVER SPONSOR

\$5,000

Show your support with recognition across conference materials.

- Logo on event signage and in the printed program
- 2 complimentary conference registrations
- Social media mention

BRONZE SPONSOR

\$2,500

Join as a conference supporter with recognition on our website and program.

- Logo on the conference website and in the printed program
- 1 complimentary conference registration

All sponsors, at every level, receive logo placement on the conference website, inclusion in pre- and post-conference emails to Therapy First's clinician membership and professional network, and a listing in the printed conference program.

HOW TO

Commit

To ensure inclusion in printed materials, signage, and pre-conference communications, sponsorship commitments are due by **Friday, October 2, 2026**.

To reserve a sponsorship level or arrange a custom package, contact Whitney Adams:

Whitney Adams

*Director of Operations,
Therapy First*

✉ whitney@therapyfirst.org

DEADLINE

October 2, 2026

to be included in printed materials and signage.

FLEXIBLE OPTIONS

Choose a standard level or ask about a custom or a la carte package tailored to your goals and budget.

MAKE AN IMPACT

Be part of raising the quality of mental health care available to gender distressed youth.

