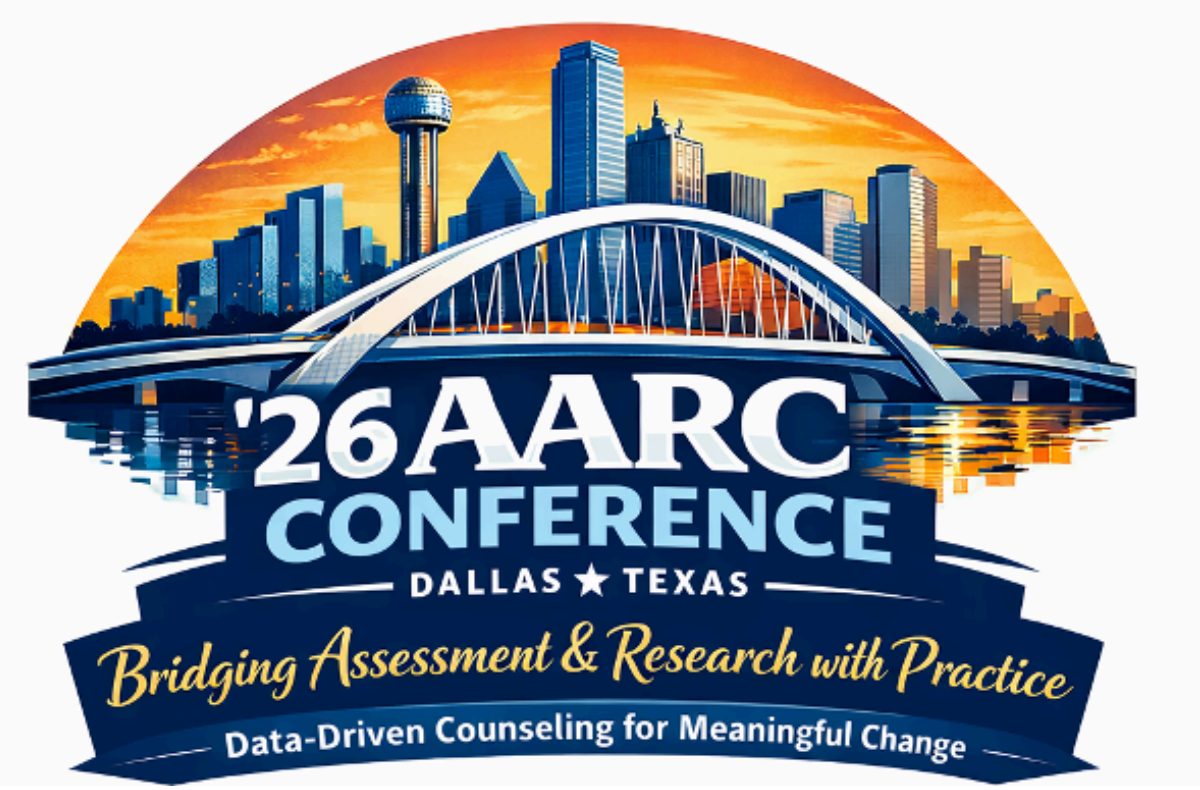

ASSOCIATION FOR ASSESSMENT AND RESEARCH IN COUNSELING

Conference Sponsorship Guide

AARC

About Us

VISION

The vision of the Association for Assessment and Research in Counseling (AARC) is to recognize and advance excellence in assessment and research in the counseling profession.

MISSION

The mission of AARC is to provide an organization for counselors, educators, students, researchers, and other professionals that advances the counseling profession. AARC develops human and professional resources to create, disseminate, and provide assessment and research for counseling.

Meet the Conference Committee

Dr. Leigh Falls Holman
Conference Chair
Sam Houston State University

Dr. Stephen Lenz
Texas A & M University-San Antonio

Dr. Kimberlee Mincey
Grand Canyon University

Dr. Jessica Holm
University of Texas at Tyler

Dr. Kami Ball
Texas A&M University-San Antonio

Dr. Eunae Han
Syracuse University

Dr. Rochelle Cade
Eastern Oregon University

Dr. Olivia Wedel
University of Mary

About The Conference

Hosted at Marriott Legacy Town Center in Plano/Dallas, Texas, the 2026 AARC Conference features two full days of dynamic and engaging peer-reviewed education sessions, roundtable discussions, and poster presentations specific to research, assessment, and evaluation in counseling. Conference attendees will learn from preeminent scholars and practitioners how to advance critical skills needed to serve their clients and communities.

About The Conference

Keynote

Data-Driven Counseling Advocacy for Meaningful Change

Patsy Cunningham, LCPC, is the Director of Legislative Engagement and Strategy at the American Counseling Association. In this role, she works closely with federal and state policymakers, regulatory leaders, and key stakeholders to advance policies that support the American Counseling Association's Legislative Agenda. Patsy has over 20 years of experience in the behavioral health field providing both clinical care and working in public policy.

She previously served as the U.S. Department of Health and Human Services, Health Resources and Services Administration Behavioral Health Advisor where she provided advice and guidance to HRSA Senior Leadership on policy development and coordination for behavioral health issues that impact HHS and HRSA. She also served as a Supervisory Public Health Analyst for the Behavioral and Public Health Branch in HRSA's Bureau of Health Workforce. In BHW, she was responsible for developing behavioral and public health policies and programs that improve the health outcomes of underserved populations by increasing access to quality care, balancing the supply of providers and improving distribution of providers in areas with the highest need. Prior to joining HRSA, Patsy worked at Behavioral Health Systems Baltimore, Baltimore's Local Behavioral Health Authority where she was a Provider and Consumer Coordinator and then promoted to the Manager of the Compliance Unit.

Patsy holds a Master of Arts in Mental Health Counseling and is a Licensed Clinical Professional Counselor. Her clinical experience includes serving minors with a history of trauma, out-of-home placements and involvement in the Child Welfare System. She also has extensive experience serving adults who were experiencing homelessness, had a dual diagnosis and were involved with the criminal legal system.

- 100 Universities Represented
- 260+ Unique Presenters
- 100+ Education Sessions
- Membership Meeting
- Graduate Student Luncheon

Sponsor Packages

Platinum Sponsor
$2000 and up

- Logo placement on conference event website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags
- Opportunity to sponsor or co-sponsor a specific conference event
  - Welcome reception
  - Luncheon and business meeting
  - Keynote speaker
- Complimentary conference passes for two representatives
- Opportunity to have a booth/sponsor table for early sponsorships

Gold Sponsor
$1500

- Logo placement on conference event website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags
- Opportunity to co-sponsor a specific conference attendee item
  - Conference bags
  - Conference lanyards
- Complimentary conference pass for one representative
- Opportunity to have a booth/sponsor table for early sponsorships

Sponsor Packages

Silver Sponsor $1000

- Logo placement on conference event website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags
- Opportunity to co-sponsor a specific conference education event
  - Snack breaks

Bronze Sponsor $500

- Logo placement on the conference website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags

Community Sponsor $250

- Logo placement on the conference event website and event program
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting

*This level is reserved for private practice clinicians and/or community non-profit agencies who want to support the conference.

Contact Information

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Association for Assessment and Research in Counseling

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https://aarc-counseling.org/