



THE TLC  
FOUNDATION

for Body-Focused Repetitive Behaviors

# ANNUAL BFRB CONFERENCE

WASHINGTON, D.C.

SEPTEMBER 26-28, 2025



## SPONSORSHIP PROSPECTUS

# About Us



The TLC Foundation for Body-Focused Repetitive Behaviors (BFRBs) is the leading nonprofit organization dedicated to improving the lives of those affected by BFRBs, including trichotillomania (hair pulling disorder), dermatillomania (skin picking disorder), and related conditions. Founded in 1991, our mission is to advance understanding, treatment, and support for individuals living with BFRBs through research, education, and community engagement.

TLC serves as a global resource for individuals, families, and professionals by providing accessible, evidence-based information and fostering a vibrant, supportive community. Our Annual BFRB Conference brings together researchers, clinicians, individuals with BFRBs, and their loved ones to promote awareness, share cutting-edge knowledge, and empower recovery. *With your sponsorship, you join a movement that brings hope, healing, and advocacy to thousands worldwide.*

The Annual BFRB Conference, hosted by The TLC Foundation for Body-Focused Repetitive Behaviors (BFRBs), is the premier gathering for individuals, families, clinicians, and researchers dedicated to advancing the understanding and treatment of BFRBs. For more than two decades, this unique event has provided a transformative space for learning, connection, and empowerment. The conference offers an unparalleled program of expert-led workshops, keynote presentations, research updates, and community-building activities designed to support every stage of the BFRB journey—from awareness to recovery.

With hundreds of attendees from across the globe, the Annual BFRB Conference serves as a vital platform to inspire hope, foster collaboration, and drive change. Your sponsorship helps make this life-changing event accessible to all who need it, while positioning your organization as a champion for mental health, research, and community support.

# BFRBCON25

## Statistics



320K Annual website visits



Over 16,000 followers on Instagram and Facebook



Website visitors from 28 different countries.



Over 10,000 recipients of TLC's monthly newsletter



The leading BFRB organization for the past 30 years



# Sponsor Packages



*Sponsoring the Annual BFRB Conference offers a unique opportunity to align your brand with a trusted leader in mental health advocacy, education, and research. By supporting this landmark event, you directly impact the lives of individuals, families, and professionals affected by body-focused repetitive behaviors. Your sponsorship will position your organization at the forefront of a passionate, engaged community, demonstrate your commitment to mental health and wellness, and build lasting connections with an audience that values partnership and support. Together, we can drive innovation, reduce stigma, and bring meaningful change to thousands of lives around the world.*

## TITLE SPONSOR \$40,000

Join us as the Title Sponsor of TLC's Worldwide Conference on BFRBs. As the premier supporter of this event, your organization will be at the forefront of our efforts to foster hope and healing for individuals impacted by body-focused repetitive behaviors.

## PLATINUM SPONSOR \$25,000

Become a Platinum Sponsor and play a significant role in making TLC's Worldwide Conference on BFRBs a success. Your generous support will help us reach a broader audience and provide critical resources to those in need.

## UNITY SPONSOR \$10,000

Join the mission to UNITE individuals impacted by BFRBs, researchers, and providers. TOGETHER, let's break down barriers, accelerate discovery, and transform lives forever. Let's build a strong, UNITED community dedicated to recovery, healing, wellness, and hope.

## EMPOWERMENT SPONSOR \$5,000

Shine your light of hope by EMPOWERING BFRB researchers and treatment providers. Your support will bridge the gap to access cutting-edge care, enabling breakthroughs, and transforming lives. TOGETHER, we'll fuel recovery and foster a brighter future.

## SUPPORT SPONSOR \$3,000

Fuel hope and resilience by providing crucial scholarships and igniting a wave of knowledge and SUPPORT. TOGETHER, we can create a brighter, more promising future for individuals, families, and generations, building a strong, unbreakable BFRB community.



Purchase Here!

# Title Sponsor Benefits \$40,000

includes PLATINUM sponsor benefits plus...

**Exclusive Event Naming Rights:** Your brand will be featured as the presenting sponsor in the conference title, e.g., "TLC's Worldwide Conference on BFRBs presented by [Your Company]"

**Video Recognition:** One-minute partner-created video at opening ceremony

**Prime Branding Placement:** Your logo will be prominently displayed on all event materials, including social media, the event website, and marketing emails

**Scholarships:** Provide 2 BFRB conference registration scholarships to conference attendees of choice, named and recognized in individual letters to attendees

**Complimentary registrations:** SIX complimentary registrations to the event



# Platinum Sponsor Benefits \$25,000

includes UNITY sponsor benefits plus...

**Speaking Opportunity:** Five-minute speaking opportunity at the closing ceremony, highlighting your organization's commitment to supporting the BFRB community

**Prominent Logo Display:** Your logo will be featured on the main stage

**Scholarships:** Provide 2 BFRB conference registration scholarships to conference attendees of choice, named and recognized in individual letters to attendees

**Comprehensive Marketing Visibility:** Announcement of partnership on all BFRB social channels

**Recognition:** Organization recognized during closing ceremony

**Networking:** A comprehensive attendance list, allowing you to connect with other attendees

**Complimentary registrations:** FOUR complimentary registrations to the event



# Unity Sponsor Benefits \$10,000

includes EMPOWERMENT sponsor benefits plus...

**Recognition:** Introduced as Unity Sponsor at the opening of the event

**Featured video:** 30-second video looped in the event entry page and select sessions

**Dedicated Conference Session:** Lead a session on a relevant topic and showcase your organization's commitment to the BFRB community

**Exclusive email:** Receive a dedicated email sent to all conference attendees

**Complimentary registrations:** FOUR complimentary registrations to the event



# Empowerment Sponsor Benefits \$5,000

includes SUPPORT sponsor benefits plus...

**Comprehensive marketing visibility:** Inclusion in ALL event marketing materials, including social media tags

**Prominent logo display:** Logo on opening slide of sponsored sessions

**Post-conference exposure:** Description of Services in post-conference email

**Closing Recognition:** Organization recognized during closing ceremony

**Complimentary registrations:** TWO complimentary registrations to the event



# Support Sponsor Benefits \$3,000

Be a Symbol of Strength

**Visible Support:** Logo and link on event landing pages, symbolizing strength and support

**Premium Exhibit Booth:** Complimentary booth, including data capture of booth visitors, chat recordings, and analytics

**Tote Bag Inclusion:** Reach attendees with your brand's inclusion in the event tote bag

**Registration Benefits:** ONE complimentary event registration, plus 10% discount on ONE additional registration (Adult Individual/Supporter)



# Exhibitor Packages



Position your organization front-and-center at the Annual BFRB Conference, an unparalleled gathering of clinicians, researchers, advocates, and individuals affected by BFRBs in Washington, D.C., September 26–28, 2025. Exhibitor tables offer a prime platform to connect, educate, and forge lasting partnerships with a highly engaged audience.

## BUSINESS & CORPORATE

**\$2,000**

Businesses and corporations selling products or services

One 6'-ft table, Two chairs, One wastebasket, One ID sign, Two exhibitor registrations

Wi-Fi in Exhibit Hall  
Listing in printed & digital program  
Electronic Exhibitor Service Kit

## CLINICAL & ACADEMIC

**\$1,200**

Medical practices, academic, and research institutions

One 6'-ft table, Two chairs, One wastebasket, One ID sign, One exhibitor registration

Wi-Fi in Exhibit Hall  
Listing in printed & digital program

## NON-PROFIT

**\$1,000**

Mission-driven 501(c)(3) charities and government agencies

One 6'-ft table, Two chairs, One wastebasket, One ID sign, One exhibitor registration

Wi-Fi in Exhibit Hall  
Listing in printed & digital program

*\*TLC Foundation reserves the right to assign organizations to tiers at its discretion.*

BENEFITS	ADVERTISING	SUPPORT	EMPOWERMENT	UNITY	PLATINUM	TITLE
<b>Exclusive Event Naming Rights:</b> Your brand will be featured as the presenting sponsor in the conference title, e.g., "TLC's Worldwide Conference on BFRBs presented by [Your Company]".						X
<b>Video Recognition:</b> One-minute partner-created video at opening ceremony.						X
<b>Prime Branding Placement:</b> Your logo will be prominently displayed on all event materials, including social media, banners, the event website, and marketing emails.						X
<b>Main Stage Recognition:</b> Organization recognized on main stage.					X	X
<b>Scholarships:</b> Provide BFRB conference registration scholarships to conference attendees of choice, named and recognized in individual letters to attendees.					2	2
<b>Speaking Opportunity:</b> Five-minute speaking opportunity at opening or closing ceremony.					X	X
<b>Recognition:</b> Organization recognized during closing ceremony.					X	X
<b>Prominent Logo Display:</b> Your logo will be featured on the main stage.					X	X
<b>Networking:</b> A comprehensive attendance list, allowing you to connect with other attendees.					X	X
<b>Comprehensive Marketing Visibility:</b> Announcement of partnership on all BFRB social channels.					X	X
<b>High-Profile Introduction:</b> Be introduced as a named Sponsor at the opening of the conference.				X	X	X
<b>Featured Video:</b> Have your 30-second video prominently displayed on the event entry page and select sessions.				X	X	X
<b>Dedicated Conference Session:</b> Host a dedicated session during the conference to share your expertise.				X	X	X
<b>Exclusive Email:</b> Receive a dedicated email sent to all subscribers, highlighting your brand and message.				X	X	X
<b>Comprehensive Marketing Visibility:</b> Be included in ALL event marketing materials, incl. social media tags.			X	X	X	X
<b>Prominent Logo Display:</b> Have your logo featured on the opening slide of sponsored sessions.			X	X	X	X
<b>Complimentary Registrations:</b> Receive complimentary conference registrations.		1	2	4	8	12
<b>Post-Conference Visibility:</b> Have a description of your services featured in the post-conference email.		X	X	X	X	X
<b>Event Landing Page Presence:</b> Have your logo and link prominently displayed on event landing pages.		X	X	X	X	X
<b>Premium Exhibit Booth:</b> Receive a complimentary booth, including opt-in visitor lists, chat history, and analytics.		X	X	X	X	X
<b>Tote Bag Inclusion:</b> Have your brand included in the conference tote bag, distributed to all attendees.	X	X	X	X	X	X
<b>Exclusive Tote Bag Announcement:</b> Receive an exclusive email sent to subscribers announcing the tote bag and your inclusion.	X	X	X	X	X	X