

2019 SPONSORSHIP INFORMATION



Champions of Mental Health Awards Dinner

Tuesday, November 19, 2019

5:00 - 5:30 p.m. Registration

5:30 - 6:30 p.m. Dinner Social

6:30 - 8:30 p.m. Awards Dinner Program

California State University, Sacramento
University Union Ballroom
6000 J Street
Sacramento, California 95819

mentalhealthca.org



Dear Sponsors and Supporters,

Thank you for joining us for another exceptional evening of mental health awareness!

Mental Health California™ is a non-profit organization with a mission to educate Californians on mental health through publishing, training, education, forums, and special programs that change lives. We're proud to see the many mental health programs, innovative projects, and direct services to the community across the California landscape. Our goal is to recognize leaders on the front lines of California's behavioral health movement, to let them know their work is appreciated, and their accomplishments are not unnoticed. Award recipients will have demonstrated success in helping to resolve complex community mental health concerns through advocacy, research, public policy, outreach, clinical work, and direct services.

Our 2018 awards dinner program was filled exceptional honorees, speakers, and entertainment. Throughout the evening, we will again welcome incredible stories and inspiration from individuals touched by mental illness. The beautiful University Union Ballroom at California State University, Sacramento will host this year's event for the sharing, networking, and showing of appreciation amongst our culturally diverse attendees, who come from all walks from life.

This year, guests will be thrilled by outstanding performers including "Mr. Entertainment" himself, Mr. Jason Brock, a personality of music, television, film, and theater as seen in homes throughout the world as a finalist on the hit television show, The X-Factor. Jason Brock has been referred to as a "Spectacular musician and showman!" by Donna Sachet of the Bay Area Reporter, "Your voice is a song's best friend." by music industry veteran L.A. Reid, and "Magnificent! You made me a fan." by star entertainer Britney Spears. Jason will perform with the exceptional Harley White, Jr. Orchestra, and his pianist, Dianthe "Dee" Spencer, Professor and Chair of Music in the School of Music at San Francisco State University, where she founded the jazz studies undergraduate degree program in 1990. Again, thank you for your support in allowing us to reach out to the community with greater mental health awareness!

Warmly,

A handwritten signature in black ink that reads "Kristene Smith". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Kristene (K.N.) Smith
Founder & CEO



mentalhealthca.org
Sponsorship
Impacts

PUBLISHING

Continued production and publication of our free, statewide, one-of-a-kind mental health magazine - *Mental Health California Magazine*[™] - to over 100,000 readers.

TRAINING & EDUCATION

Providing health and wellness supports to local nonprofit organizations serving youth and other diverse, underserved program participants, in partnership with Samuel Merritt University.

Continuing our Adult Mental Health First Aid[™] training to schools, community groups, law enforcement, cities, counties, housing advocates, health professionals, and others.

Furthering our mental health awareness, community outreach, and education programs to low-income families needing trauma-informed education and interventions, and getting them connected to needed mental health resources.

COMMUNITY ENGAGEMENT

Presentation of community forums featuring experts and critical dialogue on a variety of topics related to mental health including mental health for boys and men of color, nutrition and mental health, and family mental-wellness.





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	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Sponsor Benefits	Presenting	Advocacy	Wellness	Community	Supporting
SPONSOR RECOGNITION					
Recognition as a Presenting Sponsor	X				
Recognition as an Advocacy Sponsor		X			
Recognition as a Wellness, Community or Supporting Sponsor			X	X	X
SPEAKING OPPORTUNITY					
Opportunity to speak at the event	X				
EVENT TABLES					
Number of prominently placed tables at the event	3	2	1	1	1
LOGO / NAME INCLUSION					
Logo included in all paid and earned media (TV, radio, print, web)	X	X			
Logo on reserved table signage	X	X	X	X	X
Logo on event announcement and collaterals	X	X	X	X	X
Logo on event signage	X	X	X	X	X
EVENT PROGRAM					
Logo in event program	X	X	X	X	X
Full page color ad in program (premium placement)	X	X	X	X	
1/2 page color ad in program					X
E-MARKETING, MEDIA, WEBSITE					
Logo on promotional video	X	X			
Name recognition on all press releases	X	X			
Logo on the Mental Health California website	X	X	X	X	X
SOCIAL MEDIA					
Special promotion via the Mental Health California social media channels	X	X	X		
MAGAZINE ADVERTISING					
Full page color ad in Mental Health California Magazine (100,000 subscribers)	X	X	X		
1/2 page color ad in Mental Health California Magazine (100,000 subscribers)				X	X

For more information on sponsorships, please email: kn@mentalhealthca.org or call (916) 698-1880.



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SPONSORSHIP REGISTRATION FORM

Thank you for your generous support of our event! Your tax-deductible donation will further our publishing, education, training, and community engagement activities for California communities. For your records, our Tax ID number is **81-5335719**. Upon completion of this form, sponsorship benefit instructions will be emailed to you.

CONTACT INFORMATION

Authorized Contact _____

Name of Organization _____

Address _____

City, State, Zip Code _____

Phone Number _____

Email Address _____

SPONSORSHIP LEVELS - PLEASE CIRCLE ONE BELOW

\$25,000 Presenting - \$15,000 Advocacy - \$10,000 Wellness

\$5,000 Community - \$2,500 Supporting

Sorry, I cannot attend, but would like to make a tax deductible donation of \$ _____

Please email this completed registration form to kn@mentalhealthca.org. We will invoice you for check or credit card payment, or you may send a check to: Mental Health California™, Attn: Awards Dinner Sponsorship, 4301 Brookfield Drive # 233553, Sacramento, CA 95823.

Thank you for your generous support!