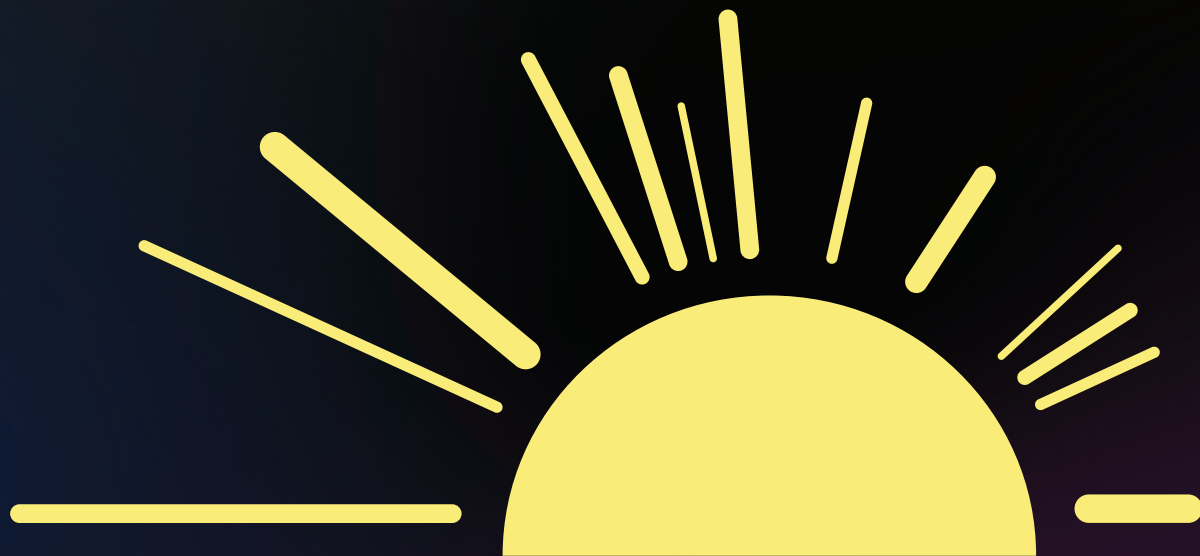


29TH ANNUAL ZARROW MENTAL HEALTH SYMPOSIUM



**NEW HORIZONS**  
IN BRAIN SCIENCE

**SPONSORSHIP EXPERIENCES**

September 20-22, 2023

[zarrowsymposium.org](http://zarrowsymposium.org)



# ZARROW MENTAL HEALTH SYMPOSIUM

## CONFERENCE OVERVIEW

The 2023 Zarrow Mental Health Symposium: **New Horizons in Brain Science** will focus on evolutionary research, promising practices, creative collaborations and outside-the-box thinking to address the needs of individuals and families, as well as influence more dynamic and coordinated systems.

Our growing understanding of how the brain works is informed by advances in brain imaging and neuroscience and influenced by our evolving knowledge of the interconnection between social determinants, physiology and resilience. These advancements find us challenging how we classify mental illness and rethinking our approach to treatment.

With technology comes new insight, as well as new opportunities to push boundaries and hone in on more individualized care options. How we translate research into practice, the implications, along with emerging knowledge as a mechanism of hope will also be explored.

This year, the 29th annual Zarrow Symposium, which historically draws over 800 participants from across the country, will be offered in a 100% virtual format over three days. Participants will explore best practices, emerging knowledge, innovative programs, and collaborations to bring mental health treatment, systems, and support to the forefront.

## SPONSOR OVERVIEW

Participating in the 29th Annual Zarrow Mental Health Symposium is a great way to build brand identity, raise awareness of your products or services, recruit employees or foster new and long-term relationships. **Your organization can utilize many virtual benefits to capture leads and engage with the Symposium audience.**

If you have specific requests related to your virtual exhibit space, we are ready to work with you to customize your sponsorship package and accommodate your needs. Sponsor today to be a part of the unique mix of insight, inspiration and energy!

For more details, please contact Jessica Manion at [jmanion@mhaok.org](mailto:jmanion@mhaok.org). Visit [zarrow Symposium.org/sponsorships](https://zarrow Symposium.org/sponsorships) to sign up for email news and updates.

# ATTENDEE LANDSCAPE

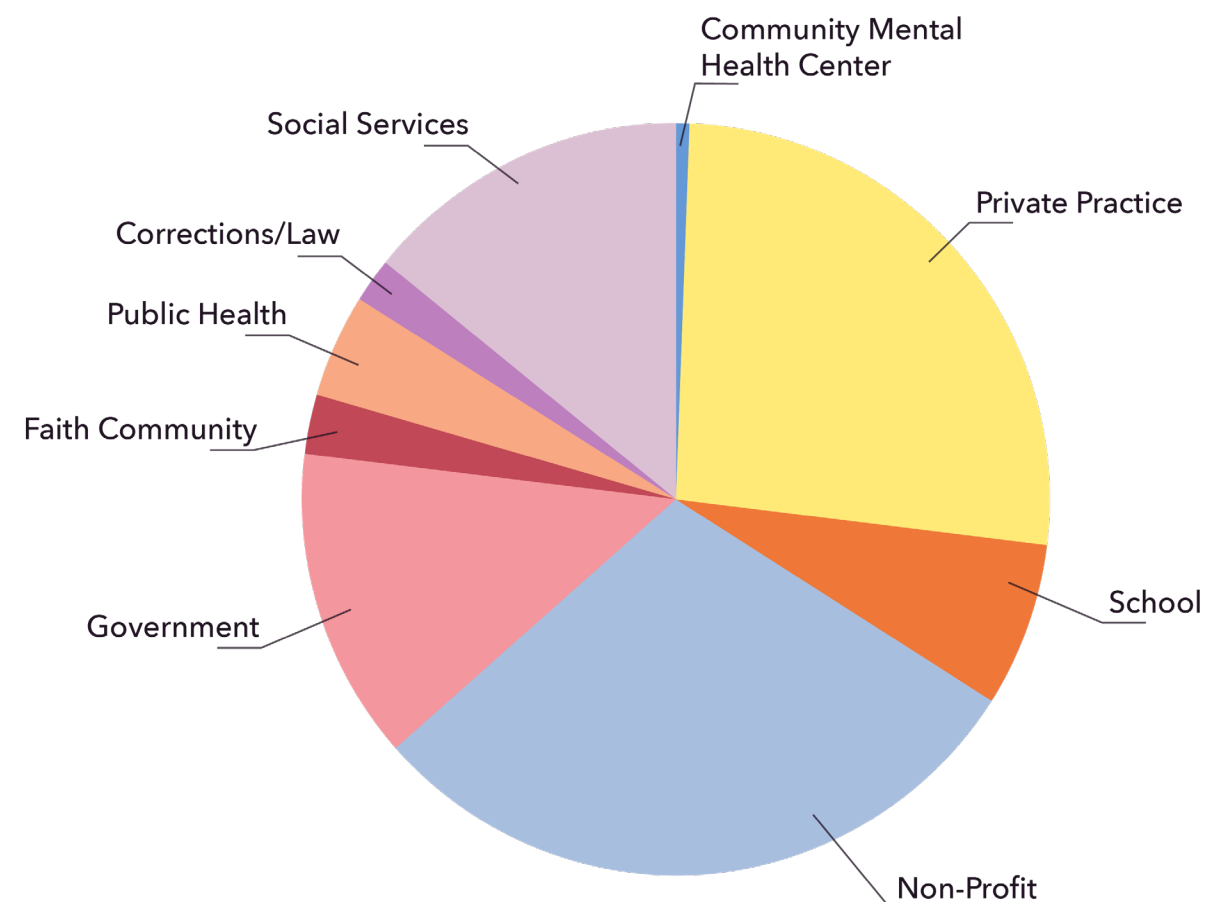
Professionals across the mental health field include social workers, psychologists, licensed professional counselors, marital and family therapists, alcohol and drug counselors, case managers, peer recovery support specialists and advocates.

Attendees also represent a cross-section of community stakeholders such as nonprofit, healthcare, education, research, government, law enforcement, faith communities and tribal nations, as well as individuals living with a mental illness and their family members.

The Symposium will offer you a unique opportunity to interact with professionals, including:

- Clinicians
- Service Providers
- Advocates
- Educators
- Law Enforcement
- Policy Makers
- Outreach Workers
- Funders
- City Planners
- Healthcare Providers
- And More

## ATTENDEES BY DISCIPLINE



# VIRTUAL SPONSORSHIP EXPERIENCE

## The virtual sponsorship experience features base packages and customizable add-ons.

After selecting a **sponsorship level**, review the **add-ons** list to select which sponsorship feature is most valuable to your organization. You can choose multiple of the same add-on. For example, if your organization wants to be mentioned twice on the Mental Health Download podcast, then you can use two add-ons for that benefit.

Download the sponsorship form at [zarrowsymposium.org/sponsorshipform](https://zarrowsymposium.org/sponsorshipform), select your sponsorship + add-ons, and email it to [jmanion@mhaok.org](mailto:jmanion@mhaok.org).

## ADD-ONS

- Pre-session countdown listing
- One additional registration
- Logo in rolling banner on mobile app\* (limited to 5 sponsors for the event)
- Logo in rolling banner on web platform\* (limited to 5 sponsors for the event)
- Featured in social media
- Choice of pre-roll or mid-roll mention in 1 episode of the Mental Health Download Podcast
- Sponsor a block of breakout sessions (limited to 9 sponsors for the event)
- Promoted ad on the virtual platform (limited to 6 sponsors for the event)
- Include an item in the Passport Contest Prize

\*Cannot be combined with other rolling banner add-ons.

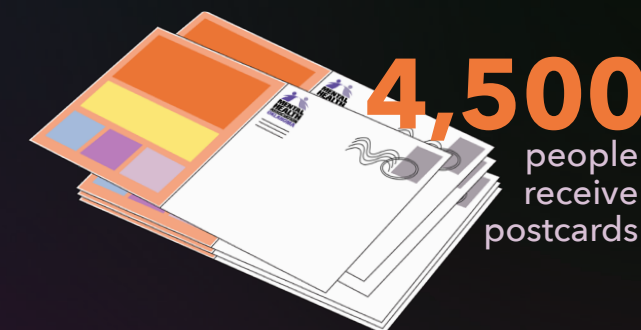
## EXHIBITOR-ONLY OPPORTUNITIES - \$250

Virtual exhibitor space allows organizations to engage with Symposium attendees and the opportunity to host a live stream during breaks, multiple ways to capture leads, offer giveaways for people who engage with their booth as well as the ability to upload multimedia files, including videos, photos, and documents.

## PREMIUM ADD-ONS

- Logo in rolling banner on mobile app & web platform (limited to 10 sponsors for the event)
- Pre-roll & mid-roll mention in 1 episode of the Mental Health Download Podcast (limited to 3 sponsors for the event)
- Ad or mention in conference guide
- Sponsor a special break (limited to 2 sponsors for the event)

- Your logo on 1 conference postcard (limited to 2 sponsors for the event)



- One blog post that is educational about your work in the mental health field on Mental Health Association Oklahoma's website (no product promotions)

## PLATINUM (\$25,000)

- Listing on conference website
- Listing on conference virtual platform
- 8 registrations
- Virtual exhibit space
- Conference brochure listing
- Recognition before keynote speaker
- Featured on social media once during the Symposium
- Social media announcement of sponsorship
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+5 add-ons**
- **+3 premium add-ons**

## GOLD (\$10,000)

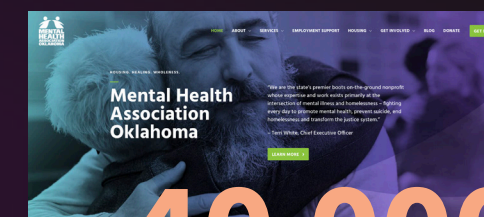
- Listing on conference website
- Listing on conference virtual platform
- 5 Registrations
- Virtual exhibit space
- Conference brochure listing
- Recognition before keynote speaker
- Social media announcement of sponsorship
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+5 add-ons**
- **+3 premium add-ons**

## SILVER (\$5,000)

- Listing on conference website
- Listing on conference virtual platform
- 4 registrations
- Virtual exhibit space
- Social media announcement of sponsorship
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+4 add-ons**
- **+2 premium add-ons**

## BRONZE (\$2,500)

- Listing on conference website
- Listing on conference virtual platform
- 4 registrations
- Virtual exhibit space
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+3 add-ons**
- **+1 premium add-on**



**40,000** visits in 2022

## COPPER (\$1,000)

- Listing on conference website
- Listing on conference virtual platform
- 2 registrations
- Virtual Exhibit Space
- **+2 add-ons**



# LEARN MORE ABOUT ADD-ON OPPORTUNITIES

## Pre-Roll or Mid-Roll Mention on the Mental Health Download Podcast

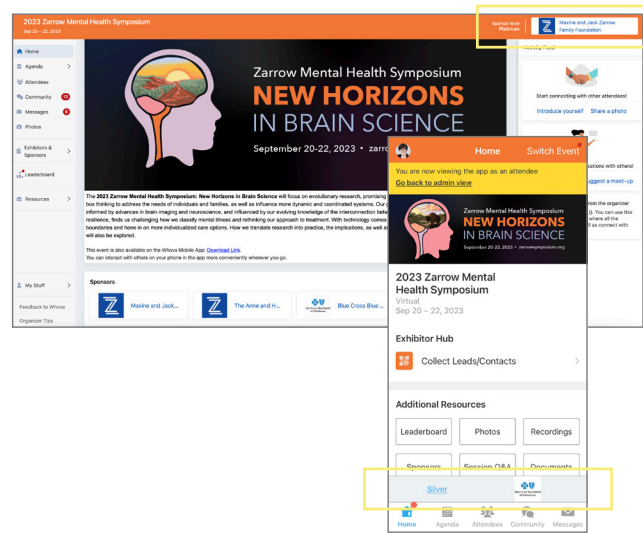
Our podcast received more than 7,500 total listens in 2022! To be included in a Symposium-related episode, we encourage the selection of this benefit by **July 14, 2023**. The episode description will also include a link to your organization's website.

## Additional Registrations

You can use an add-on to bring one more person on your team to the Symposium.

## Logo in Web Platform & Phone App Rolling Banner

Conference attendees will be able to engage with the event through the web platform and phone app. Showcase your logo in the rotating banners visible to attendees throughout the event and pre-and post-conference on the web platform and phone app. Attendees can access your booth directly by clicking on your logo in the banners.



## Featured in Social Media

Choose to receive a post on our social accounts on one day of the event. Content must be provided by **September 11th** for scheduling. The post will be shared on our Twitter, Facebook, LinkedIn and Instagram platforms. Please provide us with your handle on each platform so we can tag you! The image should be 1080x1350 pixels to provide cross-platform capabilities. You can choose a graphic design, photo, or video for your post. Your ad should also include a caption for us to include in the post. Adding your web address to the caption will allow viewers to access your site quickly.



## Pre-Session Countdown

Be included in the pre-session countdown that will run before each session. The countdown clocks begin 5 minutes before the session begins, and the logo will be on screen several times before the start time giving attendees multiple opportunities to see your brand logo. The logo needs to be submitted by **September 1st**.

## Sponsor a Block of Breakout Sessions

Before a breakout session, have the opportunity to have your logo highlighted and receive a mention during the session welcome before the presentation begins.

## Sponsor a Special Break

A sponsor's representative will have 60 seconds to kick off the break for meditation or yoga.

## Inclusion in Passport Contest

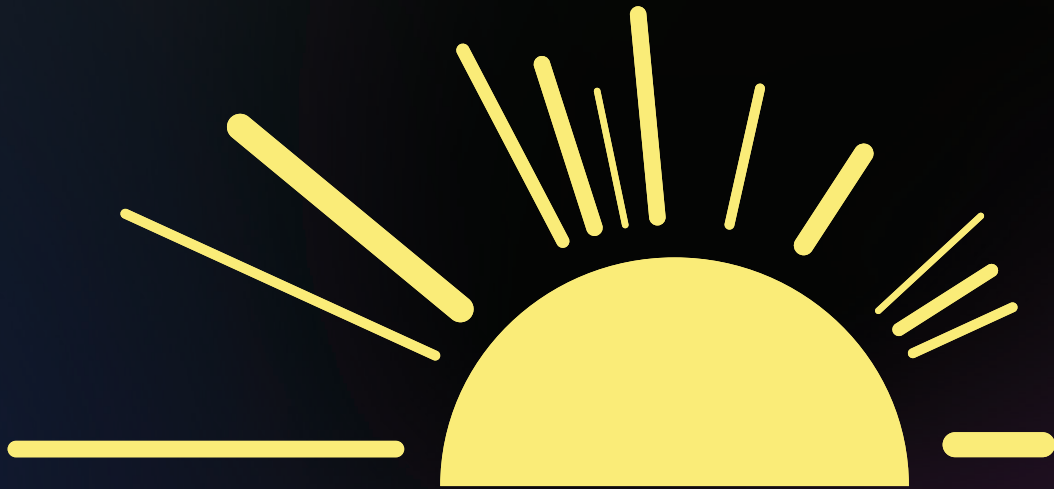
The three-day Symposium Passport Contest will be a fun trivia contest with big prizes. Attendees will visit virtual exhibitor booths to get clues related to a sponsor's services. This allows exhibitors to interact with attendees, drive significant brand awareness, targeted lead generation and boost conference visibility. By selecting **Passport Contest Prize add-on**, exhibitors also have the ability to provide contest prizes that will be featured in announcements and included on the community board.

## VIRTUAL EXHIBITOR EXPERIENCE

Organizations have the opportunity to connect and engage attendees, share information about their services, offer promotions to capture leads and bring their brand to life through a virtual booth. The virtual exhibit hall is a part of the conference platform and the mobile app.

Between sessions exhibitors can offer pre-recorded videos or connect live with participants through video conference by using Zoom, Google Meet and a number of other platforms. Other ways to engage attendees include speed networking, hosting a roundtable and one-on-one meetings. The options are endless! To ensure you get the most out of your virtual exhibit booth experience, training sessions on how to navigate the platform will be offered.

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**CONTACT:**

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[jmanion@mhaok.org](mailto:jmanion@mhaok.org)

