



Sponsorship & Promotional Opportunities

**MENTAL
HEALTH
AMERICA
OF INDIANA**



www.mhai.net

Annual Events & Conferences

2023 - 2024

Statewide & Online



A LETTER FROM OUR PRESIDENT

Dear Partner,

Your annual sponsorship is crucial in ensuring that Mental Health America of Indiana remains a leading force in the mental health and addiction movement throughout the state.

We deeply understand the significance of mental health as an integral component of overall Hoosier well-being. Therefore, we highly value collaborative efforts with diverse organizations that can assist us in amplifying our impact within the communities we serve.

We cordially invite organizations and entities to join us as partners in supporting our initiatives and driving success within the behavioral health community. The sponsorship packages we offer encompass our organization's annual events and the ability to customize your package based on the needs and wants of your annual giving strategy.

By working together and with your vital assistance, we can bring about positive change and advancements in the field of behavioral health.

Thank you for your commitment.

Sincerely,
Stephen C. McCaffrey, President and CEO
Mental Health America of Indiana



AREAS OF PARTNERSHIP

This year, Mental Health America of Indiana extends an invitation to the Hoosier community to collaborate with us, emphasizing our collective focus on prevention, education, forensic behavioral health services, recovery and advocacy. Together, we will delve into the intersections between these crucial areas and our overarching goals of promoting Hoosier well-being, preventing illness, enhancing resilience, and nurturing the process of recovery. In 2023 and 2024 our areas of partnership are:



Prevention

Advancing prevention in behavioral health across all stages of life



Recovery

Understanding the role of peer support, the power of lived-experience, and storytelling.



Education

Delving into the latest developments in mental health treatment and exploring emerging trends that shape the field.



Forensics

Understanding the integration of evidence-based therapies which shape the evolving landscape of forensic behavioral health services. We will examine topics such as trauma-informed care in forensic settings and innovative interventions for justice-involved individuals.

METAL LEVELS OF CONTRIBUTION

Sponsorship Benefits for MHAI Programmatic Events:

Advocate - \$1,000:

- Acknowledgment on MHAI's website as an Advocate-level sponsor.
- Mention in event program materials.
- One social media shout-out thanking the Advocate sponsor.

Bronze - \$5,000:

- All benefits of Advocate level.
- Company logo featured on MHAI's website with a link to the sponsor's website.
- Company logo displayed on event banners and promotional materials.
- 5 complimentary tickets to the sponsored events. (1/2 table)

Silver - \$10,000:

- All benefits of Bronze level.
- Recognition in event press releases and media mentions.
- One dedicated email blast recognizing the Silver sponsor to MHAI's subscriber list.
- Verbal recognition during the event's opening and closing remarks.
- 10 complimentary tickets to the sponsored events. (1 table)

Gold - \$15,000:

- All benefits of Silver level.
- One digital ad spot played during event breaks.
- Company logo included on event signage and presentation slides.
- Option to provide promotional materials to be distributed at the event.
- 20 complimentary tickets to the sponsored events. (2 tables)

Platinum - \$20,000:

- All benefits of Gold level.
- Exclusive sponsorship of a breakout session during the event (content subject to approval).
- Company name and logo mentioned in event-related press coverage.
- Acknowledgment as a Platinum sponsor in pre-event promotional materials.
- 30 complimentary tickets to the sponsored events. (3 tables)

Diamond - \$25,000:

- All benefits of Platinum level.
- Premium positioning of the company logo on all event materials.
- One full-page advertisement in the event program.
- Opportunity to address the audience with a five-minute speaking slot during the event.
- 40 complimentary tickets to the sponsored events. (4 tables)

Please note that sponsored events include Symposium on 12/8/23 and Hoosier Idol on 2/21/24, unless otherwise agreed upon in sponsorship agreement.

All sponsorships are subject to availability and event-specific details. We are open to discussing customized benefits or additional opportunities that align with your company's goals and values. For more information or to secure your sponsorship, please contact us at kgaw@mhαι.net.

CUSTOMIZE YOUR CONTRIBUTION

For sponsors at the Metal level and above, we offer a unique Customizable Sponsorship. By choosing a customized pillar plan, 20% of your sponsorship dollars will be allocated to the pillar/event of your choosing. As a sponsor for the chosen event, you will be acknowledged as a your chosen level. Additionally, higher-level sponsors can opt for exclusive benefits such as a vendor booth, vendor booth with admission to the event, and more.

We also offer a one-time sponsorship opportunity as a Partnership Sponsor for a specific event. This option is perfect for those seeking to promote individual events. The levels for Partnership Sponsorship are as follows:

- **Silver - \$750**
- **Gold - \$1,500**
- **Platinum - \$3,000**
- **Diamond - \$5,000**

Benefits for Partnership Sponsors:

- Silver - Vendor booth or 2 seats, and logo on event materials.
- Gold - Vendor booth or 4 seats, verbal recognition at the event, logo on event materials.
- Platinum - Vendor booth and/or 8 seats, verbal recognition at the event, 30-second ad.
- Diamond - Exclusive "diamond sponsor" designation at the event, vendor booth and/or 12 seats, logo on all event materials, three-minute speaking opportunity or 1-minute video at the event.

If none of the standard packages fit your needs, consider becoming a Partner by sponsoring one of MHA's Programmatic Events. We will work closely with you to customize a sponsorship package that aligns with your specific requirements.

Your support will make a significant difference in the success of our events and the impact we create together. To secure your sponsorship or for any inquiries, please reach out to us at kgaw@mhαι.net.

WHY SHOULD YOU SPONSOR?

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graph LR; A((WHY SHOULD YOU SPONSOR?)) --- B((01)); A --- C((02)); A --- D((03)); A --- E((04)); A --- F((05)); B --- B1[ENHANCED BRAND PERCEPTION: CONSISTENT SUPPORT FOR MENTAL HEALTH INITIATIVES IMPROVES YOUR BRAND'S IMAGE, POSITIONING YOUR COMPANY AS SOCIALLY RESPONSIBLE.]; C --- C1[EMPLOYEE ENGAGEMENT: ONGOING SPONSORSHIP ALLOWS EMPLOYEES TO STAY ENGAGED WITH A CAUSE THEY CARE ABOUT, BOOSTING THEIR MORALE AND JOB SATISFACTION.]; D --- D1[VISIBILITY IN EVOLVING CONVERSATIONS: MENTAL HEALTH POLICIES EVOLVE, AND CONTINUED SPONSORSHIP ALLOWS YOUR COMPANY TO REMAIN VISIBLE IN THESE DISCUSSIONS THROUGHOUT THE STATE.]; E --- E1[ACCESS TO DECISION MAKERS: SPONSORING PREMIUM EVENTS OFTEN PROVIDES ACCESS TO DECISION-MAKERS AND KEY INDUSTRY PLAYERS.]; F --- F1[INSPIRING CHANGE: BY CONTINUING TO SPONSOR, YOUR COMPANY CAN PLAY A KEY ROLE IN DRIVING BROADER CHANGE IN SOCIETAL ATTITUDES TOWARDS MENTAL HEALTH.];
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01

ENHANCED BRAND PERCEPTION:
CONSISTENT SUPPORT FOR MENTAL HEALTH INITIATIVES IMPROVES YOUR BRAND'S IMAGE, POSITIONING YOUR COMPANY AS SOCIALLY RESPONSIBLE.

02

EMPLOYEE ENGAGEMENT:
ONGOING SPONSORSHIP ALLOWS EMPLOYEES TO STAY ENGAGED WITH A CAUSE THEY CARE ABOUT, BOOSTING THEIR MORALE AND JOB SATISFACTION.

03

VISIBILITY IN EVOLVING CONVERSATIONS:
MENTAL HEALTH POLICIES EVOLVE, AND CONTINUED SPONSORSHIP ALLOWS YOUR COMPANY TO REMAIN VISIBLE IN THESE DISCUSSIONS THROUGHOUT THE STATE.

04

ACCESS TO DECISION MAKERS:
SPONSORING PREMIUM EVENTS OFTEN PROVIDES ACCESS TO DECISION-MAKERS AND KEY INDUSTRY PLAYERS.

05

INSPIRING CHANGE: BY CONTINUING TO SPONSOR, YOUR COMPANY CAN PLAY A KEY ROLE IN DRIVING BROADER CHANGE IN SOCIETAL ATTITUDES TOWARDS MENTAL HEALTH.

SPONSORSHIP APPLICATION

ORGANIZATION: _____

PRIMARY CONTACT (Full Name): _____

This is the person we will contact about sponsorship information, upcoming deadlines, etc. Please note that this person is not automatically registered for events.

CONTACT EMAIL: _____ **PHONE NUMBER:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

WEBSITE URL: _____

SPONSORSHIP TYPE (Select all that apply):

- ☐ Diamond Sponsorship
- ☐ Platinum Sponsorship
- ☐ Gold Sponsorship
- ☐ Silver Sponsorship
- ☐ Bronze Sponsorship
- ☐ Advocate Sponsorship

Custom Exclusive Opportunities:

Please email kgaw@mhαι.net to explore available options.

NONPROFIT OR FOR-PROFIT (Select one): ☐ Non-profit ☐ For-profit

PRIMARY CONTACT SIGNATURE: _____

For additional questions please reach out to:

Kelby Hudkins, Director of Communications and Marketing, at kgaw@mhαι.net or (317) 496-7193. Please return this form with payment before November 2023. Forms may be submitted electronically to kgaw@mhαι.net or by mail to:

Mental Health America of Indiana 1431 N Delaware St. Indianapolis IN, 46202 ATTN: Kelby Hudkins

Upon receipt of this form, MHAI will follow up with an invoice to collect payment.

Your participation is only confirmed once payment has been received.

SPONSOR ACCEPTANCE: This document, when signed by the sponsor, constitutes a binding, irrevocable, legal obligation in application to participate in Mental Health America's Annual Events. Upon official acceptance of the original application, this document will serve as a contract and invoice.

CANCELLATION POLICY: If you need to cancel, you may receive a full refund less a \$25 cancellation fee if cancelling before November 2023. There will be no cancellations or refunds for any circumstances (weather, COVID-19, etc.) after November 2023, however attendance can be shifted to virtual (if virtual attendance is provided). If the sponsor wishes to cancel the sponsorship granted in this agreement, the sponsor must send a notice of cancellation in writing to MHAI.

Please note that Mental Health America of Indiana has the right to respectfully decline or cancel and return payment for any support, or rescind participation of any specific individual or organization, at any time.