



Annual Corporate  
Sponsorship Application



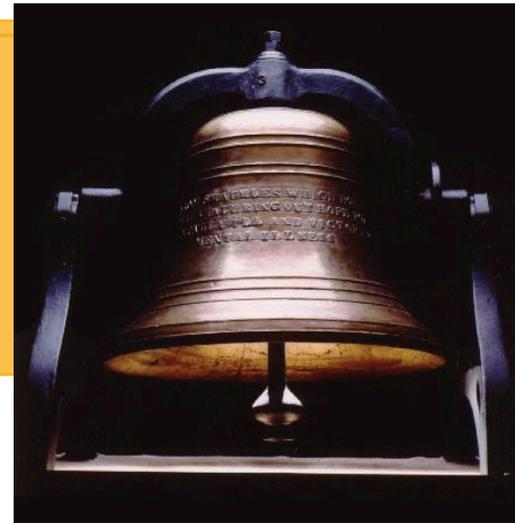


## Annual Corporate Sponsorship

Support the work of MHAI while spreading the word about how you are making a positive impact in the world of mental health and addiction services.

More than 100 years ago, MHAI recognized and chose to address the need to improve attitudes toward mental illness, services for those with mental illness, and to work for the prevention of mental illness and promotion of mental health. These needs persist, and MHAI remains committed to changing that. MHAI exists to work for the mental health of all citizens and for victory over mental illness and addictive disorders through public education, advocacy, and public health reform.

***Cast from shackles which bound them, this bell shall ring out hope for the mentally ill and victory over mental illness.***



### **The story of the Mental Health Bell, the symbol of Mental Health America**

During the early days of mental health treatment, those with mental illness were often restrained in asylums with iron chains and shackles around their ankles and wrists. Because of better understanding and treatments, this cruel practice eventually stopped.

In the early 1950s, the National Mental Health Association, now Mental Health America, issued a call to asylums across the country for their discarded chains and shackles. On April 13, 1953, at the McShane Bell Foundry in Baltimore, Mental Health America melted down these inhumane bindings and recast them into a sign of hope: the Mental Health Bell.

Now the symbol of Mental Health America, the 300-pound Bell serves as a powerful reminder that the invisible chains of misunderstanding and discrimination continue to bind people with mental illness. Today, the Mental Health Bell rings out hope for improving mental health and achieving victory over mental illness and addictive disorders.



# Annual Corporate Sponsorship

The work of MHAI is inclusive, engaging, and collaborative. Sponsorship makes you part of a team of people and organizations improving the lives of Hoosiers.

To make the impact our mission entails, MHAI has become unique as an organization. As a corporate sponsor, you and your organization become part of the successes that MHAI continues to build.

## Keys to Our Success

### **Advocacy Leadership**

MHAI is a strong voice at the state and local levels for policies that expand opportunities for people with mental illness and addiction disorders.

### **Broad-Based Perspective**

MHAI represents a diverse network of mental health consumers, advocates, individuals in recovery, family members, providers, and other stakeholders.

### **Coalitions and Partnerships**

Building and leading coalitions is a hallmark of MHAI. Partnerships are invaluable in achieving goals. MHAI is considered an organization able to bring together perspectives from multiple communities to address complex issues.

### **Consumer Focus**

MHAI maintains a strong focus on individuals with mental illness and addictive disorders. We stress consumer participation and empowerment in all of our activities. In fact, adult consumers represent a major presence throughout our leadership, and staff.

### **Children's Advocacy**

MHAI provides outspoken advocates for the vast numbers of children and teens with mental and emotional disorders who receive little or no treatment.

### **Education & Communications Expertise**

MHAI has a successful track record for developing and implementing public education and communication strategies that encourage individuals to pursue recovery from mental illness and addictive disorders.



## Annual Corporate Sponsorship

Throughout the year, MHAI hosts a number of fundraising and educational events. Annual sponsorship ensures opportunity to network with key stakeholders and learn about the latest in evidence-based treatment.

**Sponsorship means engagement and exposure at all five of our annual events. These events are attended by mental health consumers, advocates, individuals in recovery, family members, providers, celebrities, and more. From fundraisers to the annual symposium, Annual Corporate Sponsorship ensures exposure to the people you most want to engage.**

**Removing the Mask Gala**, held each year on the Thursday before Halloween, is a formal black tie or costume recommended event. It is MHAI's signature fundraiser. This spectacular evening of fun consists of a reception, a silent auction, dinner, a best costume contest, and an incredible Vegas-style show. Past performers have included **Donovan and Rebecca** from the hit television show *America's Got Talent* and world renowned magician, **Reza**.

**Hoosier Idol** features members of the Indiana General Assembly showcasing their hidden talents to compete for the grand title, Hoosier Idol. The evening includes a reception, a silent auction, dinner, and then – the highlight of the evening – entertainment provided by members of our own Indiana General Assembly. Guest judges are media celebrities, and the annual Hoosier Idol event receives generous media coverage.

**Annual Mental Health Symposium**, a full-day event held in conjunction with the IU Department of Psychiatric Research, features speakers, seminars, trainings, and educational workshops from leaders in the mental health and addiction fields from across the country. 2018 will mark MHAI's 21st Annual Mental Health Symposium.

**Heroes for Recovery Luncheon** is a recognition program that celebrates dignity, courage, hope, and recovery of persons with severe and persistent mental illness or addiction by recognizing heroes who provide care and support for these individuals and their families. People who best exemplify ongoing care and dedication in the field are nominated by their peers.

**Indiana Annual Recovery Month Symposium (IN ARMS)** brings together addiction, mental health, criminal justice and community-based organizations to explore promising approaches to recovery. The 2-day symposium offers a diverse selection of breakout sessions to more than 300 attendees, with topics relating to treatment and recovery, co-occurring disorders, peer recovery and support, youth prevention and treatment, and criminal justice.



## Annual Corporate Sponsorship Platinum Benefits (\$40,000 value) Your \$30,000 donation includes:

### **Removing the Mask Gala: Platinum Level Sponsorship (\$15,000 value)**

Dinner Committee Chair with onstage seating

Sponsor recognition from the podium

Opportunity to welcome attendees from podium

Corporate logo highlighted in event promotional materials, signage, and PowerPoint presentations

Listing in program as Platinum Sponsor

Up to 15 tables at event, with priority seating

### **Hoosier Idol: Platinum Level Sponsorship (\$10,000 value)**

Dinner Committee Chair with onstage seating

Sponsor recognition from the podium

Corporate logo highlighted in event promotional materials, signage, and PowerPoint presentations

Listing in program as Platinum Sponsor

Up to 10 tables at event, with priority seating

### **Annual Mental Health Symposium: Platinum Level Sponsorship (\$5,000 value)**

8 tickets to attend Annual Mental Health Symposium

Corporate logo on event signage

Recognition from podium during luncheon

Advertisement in conference packet

Booth space, which includes a 6-foot draped table, chairs, and booth identification

### **Heroes for Recovery Luncheon: Platinum Level Sponsorship (\$5,000 value)**

8 tickets to attend Heroes for Recovery luncheon

Corporate logo highlighted in event promotional materials, signage, and PowerPoint presentations

Recognition from podium during luncheon

### **IN ARMS: Platinum Level Sponsorship (\$5,000 value)**

8 conference tickets

Corporate logo on event signage

Recognition from the podium at the luncheon

Conference packet advertisement

Booth space which includes a 6-foot draped table, chairs, and booth identification

### **Other:**

Newsletter subscription, Actiongram subscription, corporate logo on MHAI website, and

Other program opportunities and discounts throughout the year



## Annual Corporate Sponsorship Gold Benefits (\$22,500 value) Your \$15,000 donation includes:

### **Removing the Mask Gala: Gold Level Sponsorship (\$10,000 value)**

Onstage seating

Sponsor recognition from the podium

Corporate logo highlighted in event promotional materials, signage, and PowerPoint presentations

Listing in program as Gold Sponsor

Up to 10 tables at event, in front of ballroom

### **Hoosier Idol: Gold Level Sponsorship (\$5,000 value)**

Corporate logo highlighted in event promotional materials, signage, and PowerPoint presentations

Listing in program as Gold Sponsor

Up to 5 tables at event, with priority seating

### **Annual Mental Health Symposium: Gold Sponsorship (\$2,500 value)**

6 tickets to attend Annual Mental Health Symposium

Corporate logo displayed during lunch

Booth space, which includes a 6-foot draped table, chairs, and booth identification

### **Heroes for Recovery Luncheon: Gold Sponsorship (\$2,500 value)**

6 tickets to attend Heroes for Recovery luncheon

Corporate logo highlighted in PowerPoint presentation at event

Recognition from podium during luncheon

### **IN ARMS: Gold Level Sponsorship (\$2,500 value)**

6 conference tickets

Corporate logo displayed during luncheon

Booth space which includes a 6-foot draped table, chairs, and booth identification

### **Other:**

Newsletter subscription

Actiongram subscription

Corporate logo on MHAI website

Other program opportunities and discounts throughout the year



## Annual Corporate Sponsorship Silver Benefits (\$11,250 value) Your \$10,000 donation includes:

### **Removing the Mask Gala: Silver Level Sponsorship (\$5,000 value)**

Corporate logo on event signage and PowerPoint presentations  
Listing in program as Silver Sponsor  
Up to 5 tables at event, in front of ballroom

### **Hoosier Idol: Silver Level Sponsorship (\$2,500 value)**

Corporate logo on event signage and PowerPoint presentations  
Listing in program as Silver Sponsor  
Up to 3 tables at event, with priority seating

### **Annual Mental Health Symposium: Silver Level Sponsorship (\$1,250 value)**

4 tickets to attend Annual Mental Health Symposium  
Booth space, which includes a 6-foot draped table, chairs, and booth identification

### **Heroes for Recovery Luncheon: Silver Level Sponsorship (\$1,250 value)**

4 tickets to attend Heroes for Recovery luncheon  
Recognition from podium during luncheon  
Corporate logo highlighted in PowerPoint presentation at event

### **IN ARMS: Silver Level Sponsorship (\$1,250 value)**

4 conference tickets  
Booth space which includes a 6 foot draped table, chairs, and booth identification

### **Other:**

Newsletter subscription  
Actiongram subscription  
Corporate logo on MHAI website  
Other program opportunities and discounts throughout the year



## Annual Corporate Sponsorship Bronze Benefits (\$5,350 value) Your \$5,000 donation includes:

### **Removing the Mask Gala: Bronze Level Sponsorship (\$2,500 value)**

Corporate logo on event signage and PowerPoint presentation at event  
Listing in program as Bronze Sponsor  
Up to 3 tables at event

### **Hoosier Idol: Bronze Level Sponsorship (\$1,250 value)**

Corporate logo on event signage and PowerPoint presentations  
Listing in program as Bronze Sponsor  
Up to 2 tables at event

### **Annual Mental Health Symposium: Bronze Corporate Sponsorship (\$625 value)**

3 tickets to attend Annual Mental Health Symposium  
Booth space which includes a 6-foot draped table, chairs, and booth identification

### **Heroes For Recovery Luncheon: Bronze Corporate Sponsorship (\$525 value)**

2 tickets to attend Heroes for Recovery luncheon  
Recognition from podium during luncheon  
Corporate logo highlighted in PowerPoint presentation at event

### **IN ARMS: Exhibitor Booth (\$350 value)**

Three admission tickets (two bonus tickets are included for Annual Corporate Sponsors)  
Booth space which includes a 6-foot draped table, chairs, and booth identification  
Lunch for one person

### **Other:**

Newsletter subscription  
Actiongram subscription  
Corporate logo on MHAI website  
Other program opportunities and discounts throughout the year

Please select your sponsorship level.

Platinum \$30,000     Gold \$15,000     Silver \$10,000     Bronze \$5,000

Representative Name and Title \_\_\_\_\_

Organization \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

FAX this form with credit card information to 317-638-3540, Attn R Gorrell.

Card Number: \_\_\_\_\_ Exp date: \_\_\_\_\_ CSC \_\_\_\_\_  
*3-digit code on back of card*

Signature: \_\_\_\_\_

Billing Address (if different than above):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Or MAIL with payment or P.O. to: MHAI, ATTN: Rebekah Gorrell,  
1431 N. Delaware Street, Indianapolis, IN 46202.

Make checks payable to Mental Health America of Indiana.

