

2022 Sponsorship Opportunities

Mental Health America of Northeast Indiana



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Greetings!

As I begin my journey as Mental Health America of Northeast Indiana's new Executive Director, it is my privilege to direct an organization providing life-saving mental health information to people from all walks of life.

Over the past two years MHANI has seen all kinds of community members increasing their desire to learn how to support the mental health of their families, friends and, most importantly, themselves.

Widespread mental health education has been a cornerstone of our mission since MHANI was founded in 1954. Our trainings increase public knowledge regarding mental health topics like stress, understanding mental illness, and suicide prevention.

Mental health stigma cannot thrive in an environment of understanding. Education reduces stigma, dispels myths, and increases acceptance of people impacted by mental health challenges.

Will you battle stigma, provide education, and increase understanding alongside us? Your sponsorship in 2022 supports this crucial work. Be a catalyst for building a community that values and supports mental health.

Sincerely,

A handwritten signature in black ink that reads 'Tara Holliday'.

Tara Holliday
Executive Director

"I've been attending webinars and trainings for many decades, and this ranks right at the top. It was informative, affirming, and confirming." - MHANI training participant

Make your stand for mental health in northeast Indiana

ABOUT MENTAL HEALTH AMERICA OF NORTHEAST INDIANA

Mental Health America of Northeast Indiana is a non-profit organization dedicated to promoting the mental and emotional health of our community through advocacy, education, support services, and hope.

Since its founding in 1954, MHANI has worked locally to reduce negative stigma relating to mental and emotional health, raise awareness about effective mental health services and supports, and encourage positive mental and emotional well-being for everyone in our community.

HOW MISSION PARTNERS WILL BE RECOGNIZED

Mission Partners will be actively recognized as part of all major MHANI events

A March 1 media release will announce MHANI Mission Partners for 2022.

Deadline: Feb 15, 2022 in order to receive all benefits.

Contact

Steve Linsenmayer
Engagement Coordinator
(260) 422-6441 ext. 110

SLinsenmayer@mhanortheastindiana.org

2022 Mission Partnership

With 1 in 5 American adults facing a diagnosable mental health condition in any given year, your employees, colleagues, and business partners are impacted by mental health challenges, as well as the stigma and misunderstanding that comes along with it.

Take a stand for mental health in in your community by becoming a mission partner with Mental Health America of Northeast Indiana. As a Mission Partner, you will take your support to the next level by making a year-long commitment to advance mental and emotional well-being in your community.

When you support MHANI's mission to promote mental and emotional health, you play a role in helping people across our region to better understand mental health, dispel myths, and eliminate stigma. **You help make Northeast Indiana a better place to live, work, and play.**

Mission Partner Benefits (\$10,000+)

Recognition as Mission Partner at major MHANI events

Recognition as Mission Partner on social media channels

Inclusion in media release announcing 2022 Mission Partners

Logo prominently displayed on MHANI main website

Logo included in digital and print marketing pieces, as space allows

One complimentary training session OR discounted training series (2 or more trainings)





Information

feeds
hope

MENTAL HEALTH AWARENESS MONTH

WHEN

Throughout the month of May 2022

WHAT WILL HAPPEN?

During Mental Health Awareness month, Mental Health America of Northeast Indiana (MHANI) will provide a steady stream of sharable and usable mental health information, events and activities designed to raise the Mental Health literacy of our region.

- Encourage community engagement to share information widely and beyond MHANI's networks
- Free virtual and in-person public mental health trainings
- Opportunities for your employees to participate in outreach and awareness opportunities
- Help bring public knowledge up to speed, and allow families and friends to gain the knowledge to help themselves and others practice mental health wellness

DEADLINE

In order to be included on all possible communications, please submit by Feb. 15, 2022.

Contact

Steve Linsenmayer
Engagement Coordinator
(260) 422-6441 ext. 110

SLinsenmayer@mhanortheastindiana.org

May 2022

A month-long focus on mental health in Northeast Indiana.

Sponsorship Levels

All sponsors will be invited to take part in a press conference announcing a Mayoral proclamation in support of Mental Health Awareness Month.

Gold - \$5,000

Inclusion on media releases
Logo displayed on event web page
Verbal mention at any live events
Ad banner on event web page
Name included on all event promotions
Tagged in 3-5 social media posts

Silver - \$2,500

Logo displayed on event web page
Verbal mention at any live events
Tagged in 3-5 social media posts

Bronze - \$1,000

Name displayed at events
Verbal mention at any live events
Social media recognition

Friend of MHANI - \$500

Name displayed on event web page





Art of Hope

An intersection of the Arts and Mental Health

ART OF HOPE 2022

The 4th annual Art of Hope highlights local artists by sharing their inspiring works about recovery, healing, and hope. This juried exhibit encourages candid community conversations around mental health and wellness.

Through art, people of all ages and at all skill levels can express powerful emotions like sadness, grief, anger, fear, as well as joy, love, and happiness. Sharing these emotions through artwork has a positive mental health effect for many people, and this process is what Art of Hope strives to share with the community.

WHEN & WHERE

Wunderkammer Company
3402 Fairfield Ave., Fort Wayne

Exhibit Nov. 12 through Dec. 18, 2022
Opening celebration Nov. 17. Time TBA

PAST EVENTS

2021—University of St Francis School of Art
2020—The Jeffery R. Krull Gallery at the Allen County Public Library
2019—Manchester University School of Pharmacy

DEADLINE

In order to receive all printed benefits, please submit by Feb. 15 2022.

Contact

Steve Linsenmayer
Engagement Coordinator
(260) 422-6441 ext. 110
SLinsenmayer@mhanortheastindiana.org

Sponsorship Levels

Gold - \$5,000

Logo displayed at grand opening
Verbal mention at grand opening
Logo displayed on event web page
Ad banner on event web page
Ad space in event program (full page)
Logo included on all event promotions
Logo included in exhibit catalogue
Tagged in all Art of Hope social media posts
Invitation to VIP opening reception for 10 people

Silver - \$2,500

Logo displayed at grand opening
Verbal mention at grand opening
Logo displayed on event web page
Ad space in event program (1/2 page)
Name included on all event promotions
Logo included in exhibit catalogue
Social media recognition
Invitation to VIP opening reception for 8 people

Bronze - \$1,000

Logo displayed at grand opening
Verbal mention at grand opening
Name displayed on event web page
Ad space in event program (1/4 page)
Name included in exhibit catalogue
Social media recognition
Invitation to VIP opening reception for 6 people

Friend of MHANI - \$500

Name displayed at grand opening
Verbal mention at grand opening
Name included in exhibit catalogue
Invitation to VIP opening reception for 4 people





Mental Health at WORK

Let's talk about employee productivity and engagement!

MENTAL HEALTH AT WORK 2022

(Event title subject to change)

With the "Great Resignation" in full swing, it's an important time for employers to deeply consider what employees need to work well. A huge step in the right direction is being open to discussing and addressing mental health in the workplace.

Dr. Sherene McHenry will present a new Mental Health at Work keynote and extended workshop session for area employers, HR professionals and others interested in creating psychologically safe workplaces that benefit employees and employers alike.

WHEN

October 4, 2022
8:00 to 11:30 AM

WHERE

Parkview Mirro Event and Conference Center

DEADLINE

In order to receive all printed benefits, please submit by Feb. 15, 2022.

Contact

Steve Linsenmayer
Engagement Coordinator
(260) 422-6441 ext. 110
SLinsenmayer@mhanortheastindiana.org

WEBSITE:

www.MHANortheastindiana.org

Sponsorship Levels

Gold - \$5,000

Speaking opportunity at event to welcome guests
Logo displayed prominently at event
Logo displayed on event page
Ad banner on event page
Ad space in program (full-page)
Logo included on all event promotions
Verbal mention at event by key staff and board members
Tagged in all social media posts about event
Reserved table for 8 people (premium position)

Silver - \$2,500

Logo displayed at event
Name displayed on table
Logo displayed on event page
Ad banner on event page
Ad space in program (1/2 page)
Name included on all event promotions
Verbal mention at event
Social media recognition
Table for 8 people

Wellness Sponsor - \$1,500

Name displayed at event
Name displayed on table
Ad space in program (1/4 page)
Verbal mention at event
Social media recognition
Table for 8 people

Friend of MHANI - \$500

Name displayed at event
Name displayed on table
Verbal mention at event
Seats for 8 people



MENTAL HEALTH AMERICA OF NORTHEAST INDIANA 2022 SPONSORSHIP AGREEMENT

Your sponsorship in 2022 serves as a catalyst for building a community that values and supports mental health for all. Thank you!

We want to stand with Mental Health America of Northeast Indiana as Mission Partners. We will receive recognition for our contribution of \$10,000 or more annually throughout the year at all MHANI events below and more



Amount: \$ _____

Information feeds hope. During Mental Health Awareness month, MHANI will provide a steady stream of sharable user-friendly mental health information designed to increase mental health literacy in our region.



We will support Mental Health Awareness Month via the sponsorship marked below:

- Gold (\$5,000) Silver (\$2,500) Bronze (\$1,000)
 Friend of MHANI (\$500)

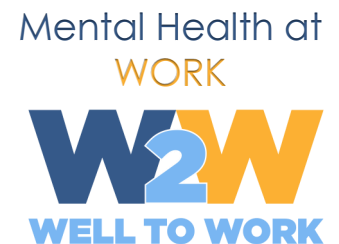
A juried art exhibit designed to foster community conversations and understanding about mental health.



We will support Art of Hope via the sponsorship marked below:

- Gold (\$5,000) Silver (\$2,500) Bronze (\$1,000)
 Friend of MHANI (\$500)

Hear from a nationally-recognized expert about why healthy and happy employees are more productive and have a positive impact on the bottom line.



We will support Mental Health at WORK via the sponsorship marked below:

- Gold (\$5,000) Silver (\$2,500) Wellness Sponsor (\$1,500)
 Friend of MHANI (\$500)

In order to ensure the health and safety of event attendees, Mental Health America of Northeast Indiana will adhere to restrictions and recommendations set by the Allen County Department of Health and/or Indiana Department of Health.

Please turn the page to fill out contact and payment information.

Contact and Payment Information

Contact:

Name: _____

Company Name (as you would like it to appear):

Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone Number: () _____ - _____

Payment:

- Enclosed is my check payable to Mental Health America of Northeast Indiana
- Please send me an invoice
- If you would like to pay by credit card, please contact Steve Linsenmayer at: *Slinsenmayer@mhanortheastindiana.org*, 260-417-3393

Please scan/email completed form to **Slinsenmayer@mhanortheastindiana.org**

or mail your completed form to
Mental Health America of Northeast Indiana
3106 Lake Ave.
Fort Wayne, IN 46805



MHANI is a charitable organization under Section 501(c)3 and your donations may qualify as a charitable deduction for federal tax purposes. Please consult your tax advisor. Federal Tax ID: 46-1326514.

MHANortheastIndiana.org / info@mhanortheastindiana.org / (260) 422-6441