



active
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CASINO NIGHT

NEW YORK
— 2018 —

SPONSORSHIP OPPORTUNITIES

June 6, 2018 | The Prince George Ballroom in Manhattan

Celebrating 15 Years



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An invitation to sponsor Casino Night New York

Don't miss this special opportunity to sponsor Active Minds' annual fundraising benefit, Casino Night New York. Each year, Casino Night brings together hundreds of media, legal, and financial influencers for one of the most highly anticipated events of the season. The excitement for the 2018 event is higher than ever as we celebrate Active Minds' 15th year.

Contact us to find out how your organization can be part of this glittery night of action and impact, with proceeds benefiting Active Minds' vital education and outreach programs.

About Active Minds

Active Minds is the nation's premier nonprofit organization supporting mental health awareness and education for students. Founded in 2003 by Alison Malmon, then 21-years-old, after the tragic suicide of her only brother Brian, Active Minds is the country's largest mental health organization working directly with teens and young adults.

Through education, research, advocacy, and a focus on students ages 14-25, Active Minds is creating lasting change in the way mental health is talked about, cared for, and valued in the United States. Powering the Active Minds movement are more than 400 campus chapters at high schools and colleges nationwide and countless supporters who believe we can reduce the stigma surrounding mental health, create communities of support, and ultimately save lives.

Active Minds has been profiled on *NBC Nightly News*, *The New York Times*, and CBS, among many other media outlets.



Sponsorship Opportunities

Your financial sponsorship or in-kind donation will make a difference in the lives of tens of thousands of young people. Please contact Royce W. Gibson via email at royce@activeminds.org or by phone at 202.332.9595 ext. 106. Sponsorship packages can be customized depending on your organization's needs.

Financial Sponsorship Options

	Royal Flush Sponsor \$25,000	Jackpot Sponsor \$10,000	Four of a Kind Corporate Sponsor \$5,000	Full House Individual Sponsor \$2,500
Sponsorships available	ONE Exclusive	Five	Multiple	Multiple
Number of complimentary guest admissions	24	14	10	6
Gaming money for each guest	\$10,000	\$3,000	\$2,000	\$1,000
Co-branding on event materials	Exclusive co-branding as Presenting Sponsor	Custom branding opportunities	—	—
Recognition on promotional materials	Event emails, social media, and the annual report	Event emails, social media, and the annual report	Event emails, social media, and the annual report	Event emails, social media, and the annual report
Recognition on event signage and Active Minds website	Prominent logo on event signage and web page	Featured logo on event signage and web page	Logo on event signage and web page	Listing on event signage and web page
Verbal recognition at event	Special recognition by Founder and Executive Director	Special recognition	Verbal recognition	Verbal recognition
Reserved seating for guests	Two private tables	One private table	—	—
Speaking opportunities at event	One	—	—	—
On-site promotional opportunities	Exclusive table to feature company product or info	—	—	—
Special offer	Executive Director will serve as a guest speaker at a mutually agreed upon sponsor event	—	—	—

In-Kind Sponsorship Options

	All in-kind sponsors will be recognized with a logo on event signage, on social media, and in Active Minds' annual report for items valued at more than \$250. Please note that Active Minds reserves the right to bundle donated items.
Silent Auction Donations	Items and experiences valued at a minimum of \$500 each.
Prize Donations	Items and experiences valued at a minimum of \$100 each.
Dessert Donations	In-kind donations of professionally catered desserts for approximately 300 guests. Desserts must be provided by a licensed chef or bakery of a registered establishment.



Sponsorship Form

Casino Night New York 2018

June 6, 2018 | The Prince George Ballroom in Manhattan

To confirm your sponsorship, please complete and return this form by May 23, 2018. (Or, if you wish, use the writable PDF version of this form available at activeminds.org/cn_sponsorform.pdf). Note: For inclusion in event materials, all sponsor logos, collateral, and other creative assets must be received by May 16.

Active Minds, Inc. is a 501(c)3 organization, Tax ID# 20-0587172. Thank you for your tax-deductible donation! You will receive a receipt for tax purposes.

Sponsorship Type

- \$25,000** | Royal Flush Sponsor
- \$10,000** | Jackpot Sponsor
- \$5,000** | Four of a Kind Corporate Sponsor
- \$2,500** | Full House Individual Sponsor

Please print how you would like your name/business listed in event materials:

Contact Information

Donor Name Title

Contact Name (if different from above) Title

Street Address

City State Zip

Email Phone

For In-Kind Donations

Please send items to TME c/o Active Minds, 9507 Flower Avenue, Silver Spring, MD 20901

Item Description	Value	Exchangeable	Restrictions (e.g., expiration date)
<input type="text"/>	<input type="text"/>	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> n/a	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> n/a	<input type="text"/>

Signature Date

RETURN TO

Active Minds c/o Development Office | 2001 S Street NW, Suite 630, Washington DC 20009

FAX 202.332.9599 | PHONE 202.332.9595 ext. 106 | EMAIL royce@activeminds.org