



active
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CASINO NIGHT

NEW YORK
— 2019 —

SPONSORSHIP OPPORTUNITIES

June 13, 2019 • The Prince George Ballroom in Manhattan



let's change the conversation about mental health



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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.

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.** With a presence on more than 600 high school and college campuses, Active Minds is reducing the stigma surrounding mental health, creating communities of support, and saving lives. A recent landmark study by the RAND Corporation confirms that Active Minds has a significant positive impact on mental health education and suicide prevention.

Active Minds was founded in 2003 by Alison Malmon, then 21-years-old, after the tragic suicide of her only brother Brian. The national organization, based in Washington, DC, is dedicated to supporting a new generation in ending the silence and changing the conversation about mental health for everyone.

Active Minds has been profiled on *NBC Nightly News with Lester Holt* (see activeminds.org/nbc) and featured in *The Washington Post*, *The New York Times*, and many other media outlets.



Sponsorship Opportunities

Your financial sponsorship or in-kind donation will make a dramatic difference in the lives of tens of thousands of young people. Please contact Carin Levine via email at events@activeminds.org or by phone at 202.332.9595 ext. 108. 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 and on social media, and listed 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 2019

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To confirm your sponsorship, please complete and return this form by May 30, 2019. (Or, if you wish, use the writable PDF version of this form available at activeminds.org/sponsorformCNNY). Note: For inclusion in event materials, all sponsor logos, collateral, and other creative assets must be received by May 23.

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, 9007 Oak Place, Bethesda, MD 20817

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

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. 108 | EMAIL events@activeminds.org