



active
minds
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CASINO NIGHT

sponsorship opportunities

Prince George Ballroom
15 East 27th Street, New York, NY 10016
June 11, 2020



let's change the conversation about mental health



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In Memoriam

Sue Cimbricz



An invitation to sponsor Casino Night

Casino Night is the marquee annual New York City fundraising event benefiting Active Minds. The evening brings together hundreds of media, legal, and financial influencers for one of the most highly anticipated events of the season. The evening includes cocktails, heavy hors d'oeuvres, casino games, and an exciting silent auction in a format that allows guests plenty of opportunities to mix and mingle. Through this fun and festive evening, guests also learn about how Active Minds has been changing the conversation about mental health on school campuses and beyond.

This year we hope to raise \$175,000 through Casino Night in order to support Active Minds' ambitious growth goal to bring our important work to 1,000 campuses by 2022. We would be honored to have you as a partner in this endeavor! We look forward to discussing meaningful options for your company to support Active Minds' vital education and outreach programs through your sponsorship of Casino Night.

About Active Minds

Active Minds is the nation's **premier nonprofit organization supporting mental health awareness and education for young adults**. With a presence on more than 800 high school and college campuses, Active Minds is reducing the stigma surrounding mental health, creating communities of support, and saving lives. A landmark study by the RAND Corporation confirmed Active Minds has a significant positive impact on mental health education and suicide prevention.

Founded in 2003 by Alison Malmon, after the tragic suicide of her only brother Brian, the national organization 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](https://www.activeminds.org/nbc)) and featured in *The Washington Post*, *The New York Times*, and many other media outlets.

active minds

Sponsorship Opportunities

Your financial sponsorship or in-kind donation will make a dramatic difference in the lives of tens of thousands of young people. Sponsorship packages can be customized depending on your organization's needs. Please contact Margo Collins via email at margo@activeminds.org or by phone at 202.332.9595 ext. 109.

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	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 as well as listed in Active Minds' Annual Report (Annual Report listing offered for items valued at \$250 or higher). 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 send-off desserts (ex: cookies, candy, treats) for approximately 300 guests. <i>Desserts must be provided by a licensed chef or bakery of a registered establishment.</i>



financial sponsorship form

Active Minds' Casino Night

Prince George Ballroom

15 East 27th Street, New York, NY 10016

June 11, 2020

Please complete and return this form by May 21, 2020 (for inclusion in event materials, all sponsor logos, collateral, and other creative assets must also be received by that date). A writable PDF version of this sponsorship form is available at activeminds.org/SponsorFormCNNY.

Active Minds, Inc. is a 501(c)3 organization, Tax ID# 20-0587172.

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 _____

Signature _____ Date _____

return this form 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. 109 | EMAIL events@activeminds.org



in-kind sponsorship form

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Active Minds, Inc. is a 501(c)3 organization, Tax ID# 20-0587172.

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 be auctioned to: Active Minds, c/o TME, 9007 Oak Place, Bethesda, MD 20817

Item 1 Description _____ Value _____ Restrictions (e.g., expiration date, black out dates, min/max guests, etc.) _____

Item 2 Description _____ Value _____ Restrictions (e.g., expiration date, black out dates, min/max guests, etc.) _____

Signature _____ Date _____

return this form to

Active Minds, c/o TME, 9007 Oak Place, Bethesda, MD 20817

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