

# ***SPONSORSHIP OPPORTUNITIES***

*Teaming Up*  
for  
**active minds**

active  
minds  
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*A Game Night Benefiting Mental Health*

**Thursday, May 13, 2021 • Virtual**

8 pm ET - VIP Experience

8:30 to 10 pm ET - Game Time!



*A Game Night Benefiting Mental Health*

**Join Us Online** for a night of friendly competition in support of **Active Minds**, the nation's premier nonprofit organization promoting mental health for young adults.

Drawing on a loyal group of New York and surrounding area supporters and over 400 attendees of Active Minds' New York Casino Night tradition, this virtual event offers an opportunity to gather with friends and colleagues both local to the metro NYC area and across the country.

### **Virtual Event Co-Chairs**

Anthony Bongiorno  
Jen Hartstein-Field & Mat Field

Charla & Steven Lerman  
Sara & Dave Roter

Erika & Jeremy Shure  
Emily & Eric Taylor

### **Why Team Up for Active Minds?**

Active Minds embraces the power of peers to change the conversation about mental health and reach people where they are - on campus, at home, at work, and in their communities. Our consistent message is that mental health needs to be talked about as easily as physical health. Only then can we bring suicide and mental health into the open, so no one struggles alone.

Powered by a network on more than 800 high school and college campuses, in workplaces and communities, and through a vast public audience Active minds is creating communities of support and saving lives. Our programs include a robust college and high school National Chapter Program, insightful Active Minds @Work programming, our compelling Active Minds Speakers, and the nationally acclaimed Send Silence Packing® exhibit.

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## How Will It Work?

Sponsors have the opportunity to “draft” their own team - a great way to customize the experience for your cohort. Teams can range from 6-10 players; Active Minds will provide 10 free registration codes per team to sponsors for invited guests. Groups can gather in person and log in together (as local regulations permit) or team-mates can log in independently from anywhere! The evening culminates in the announcement of winners in multiple categories including ‘Game Night Winner’, ‘Best Team Name’, ‘Best Team Uniform’, and ‘Top Fundraisers’. This is a night sure to entertain everyone from the most competitive game enthusiasts to the cheering section.

***Don't want to form a sponsor team? That's okay. You can sponsor without attending.***

## Sponsor Visibility

The visibility of your sponsorship is broad. In addition to sponsor teams, general participants can form a Game Crew and build their team with other individual ticket purchasers, promote the event and associated fundraising through their own social platforms, and ask others for contributions. All of these activities increase your sponsorship exposure.

### Team Ideas

Regional Managers' Night  
Revenge of the Interns

Client Cocktails  
Mom's Night In

College Reunion  
Team Building

Quadruple Couples Date  
Backyard Neighbors



## Sponsorship Levels & Benefits

	MVP Sponsor \$10,000	All-Star Sponsor \$5,000	Champion Sponsor \$2,500	Dream Team Sponsor \$1,000
<b>THE BASICS</b>				
Sponsorships Available	Three Available	Six Available	Unlimited	Unlimited
Number of Teams (6 to 10 guests per team)	Two Teams	One Team	One Team	One Team
<b>THE RECOGNITION</b>				
Event Webpage	Logo featured as "MVP Sponsor"	Logo listed as "All-Star Sponsor"	Logo listed as "Champion Sponsor"	Featured text listing as "Team Captain"
Email to "Teaming Up" invitees and participants	Logo prominently featured in minimum Three emails	Logo included in minimum Three emails	Logo included in minimum Two emails	Text listing in minimum Two emails
Social Media During Event Promotion to Active Minds' 277K+ online community	Logo prominently featured at least two times <i>Sponsor organization tagged</i>	Logo featured at least two times <i>Sponsor organization tagged</i>	Logo included at least two times <i>Sponsor organization tagged</i>	
During the Live Event	Logo prominently featured at least three times  Named as sponsor to a Round  Verbal Recognition during remarks	Logo included during event slideshow  Named as sponsor to a Question	Logo included during event slideshow	Text listing during event
<b>THE EXTRAS</b>				
Option for team to attend the VIP Pre-Game cocktail class	YES	YES	YES	
Option for team to enjoy extra socializing post-event in the team breakout room	YES	YES		

Your financial generosity as a 2021 sponsor of Teaming Up for Active Minds: A Game Night Benefiting Mental Health will make a dramatic difference in the lives of hundreds of thousands of young adults. Online registration available at [www.activeminds.org/teaming-up](http://www.activeminds.org/teaming-up)

Please direct sponsorship inquiries & customization interest to Ginger Dockery by email at [ginger@activeminds.org](mailto:ginger@activeminds.org) or by phone at 202.322.9595 x102  
Active Minds is a 501c3 charitable organization Our CFC number: 16455 Our Tax ID number: 20-0587172