

active
minds
.....

CASINO NIGHT

sponsorship opportunities

Friday, October 1, 2021

WOODMONT COUNTRY CLUB

1201 Rockville Pike, Rockville, MD 20852

Board of Directors

Steven A. Lerman, *Chair*
Senior Member, Lerman Senter

Rick Mosenkis, *Treasurer*
President and CEO, WorkZone

Jen Hartstein, PsyD, *Secretary*
Hartstein Psychological

Brad Blanken, *Development
Committee Co-Chair*
VP, Strategic Alliances, Bandwith.com

T.J. Annerino
President, Active Minds Student Advisory
Committee

Anthony M. Bongiorno, Esq.
Senior Counsel, Active Minds

Paul Di Vito
Marketing Consultant, Washington DC

Michael Glickman
President, Computer Network Architects

Julie Kantor
President & CEO, Twomentor, LLC

Gail Kamer Lieberfarb
Former Board Chairperson and Executive Director,
National Mental Health Awareness Campaign

Alison K. Malmom
Founder and Executive Director, Active Minds

Ilene Rosenstein, PhD
Associate Vice Provost, Campus Wellness and
Education, University of Southern California

David Roter
VP, Global Agency Partnerships, Snap Inc.

Ami Nash Shah
CEO, Steward

David Wisniewski
Senior Vice President, Investments, Gayhardt
Wisniewski Financial Consulting Group



An invitation to sponsor Casino Night

With great excitement, Active Minds' marquee fall celebration - **DC Casino Night** - is returning in person in 2021. On Friday October 1st, more than 400 community and business leaders from DC, Maryland, and Virginia will gather for fun, networking, and a chance to learn more about how Active Minds is changing the culture around mental health for young adults. The evening includes cocktails, heavy hors d'oeuvres, casino games, and an exciting silent auction in a format that allows guests plenty of opportunity to mix and mingle.

This year, we are closing in on our goal of growing our reach to more than 1,000 campuses by 2022 and hope to raise over \$300,000 and make this year the most successful yet. We would be honored to have you as a partner in this important evening.

About Active Minds

Active Minds was founded in 2003 by Alison K. Malmom after the suicide of her 22-year-old brother and only sibling, Brian. To combat the stigma that caused her brother to suffer in silence and ultimately take his own life, Alison established Active Minds on her college campus. Since then, the organization has grown into a national nonprofit leader in the movement to change the conversation about mental health. Active Minds is an award-winning organization which reaches young adults where they are, through student-led chapters at high schools, colleges and universities, through social media, with online tools, and in the workplace.

While the past year has looked different for many, Active Minds stayed strong and focused, evolving to provide the tools our community needed most. We expanded our work with robust online appearances by Active Minds Speakers, by taking our Send Silence Packing® exhibit online with Behind the Backpacks, and by providing COVID-focused mental health resources to both chapters and a burgeoning workplace presence through our @Work initiatives. We are rapidly growing our High School Chapters network, and providing them with new tools like our High School advocacy program, *Your Voice is Your Power*.

Your sponsorship of *Casino Night* will support this work and much more in the coming year!

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 Ginger Dockery via email at ginger@activeminds.org or by phone at 202.332.9595 ext. 102.

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	Three	Multiple	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	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 at event and on Active Minds website	Prominent logo recognition at event and on event web page	Featured logo at event and on event web page	Logo at event and on event web page	Listing at event and on event web page
Verbal recognition at event	Special recognition by Founder and Executive Director	Verbal recognition	—	—
Reserved seating for guests	Two reserved cocktail tables	One reserved cocktail table	—	—
Speaking opportunities at event	One	—	—	—
On-site promotional opportunities	Exclusive table to feature company product or info	—	—	—
Special offer	Active Minds Speaker will serve as a guest speaker at a mutually agreed upon sponsor event	—	—	—

In-Kind Sponsorship Add-On 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 \$250 each.
Prize Donations	Items and experiences valued at a minimum of \$100 each.



financial sponsorship form

Active Minds' Casino Night

Woodmont Country Club

1201 Rockville Pike, Rockville, MD 20852

October 1, 2021

Please complete and return this form by September 10, 2021 (for inclusion in event materials, all sponsor logos, collateral, and other creative assets must also be received by that date). Alternatively, please visit activeminds.org/casino-night-DC to confirm your sponsorship online.

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. 102 | EMAIL ginger@activeminds.org



in-kind sponsorship form

Active Minds' Casino Night

Woodmont Country Club
1201 Rockville Pike, Rockville, MD 20852
October 1, 2021

Please complete and return this form by September 10, 2021 (for inclusion in event materials, all sponsor logos, collateral, and other creative assets must also be received by that date). Alternatively, please visit activeminds.org/casino-night-DC to confirm your sponsorship online.

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: Andrea Sturgis, 1801 Battlement Ct, Severn, MD 21144
Memo: Active Minds DC Casino Night

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 Development Office | 2001 S Street NW, Suite 630, Washington DC 20009

FAX 202.332.9599 | PHONE 202.332.9595 ext. 102 | EMAIL andrea@activeminds.org