



active
minds



SPONSORSHIP OPPORTUNITIES

National Conference | February 11-12, 2022
Capital Hilton Hotel | Washington, DC



ABOUT ACTIVE MINDS

Active Minds is the nation's premier nonprofit organization supporting mental health awareness and education for young adults. With a presence at more than 800 campuses, schools, communities, and workplaces each year, Active Minds is reducing the stigma surrounding mental health, creating communities of support, and saving lives. **Our approach (proven effective by a 2018 RAND Corporation Study) is unique to Active Minds - reaching 1.8 million people nationwide last year alone.**

Our signature programs include a robust **National Chapter Network** at high schools and college campuses, our compelling **Active Minds Speakers**, the acclaimed **Send Silence Packing®** exhibit, and our tailored **Active Minds @Work** initiative. Learn more at activeminds.org.

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Active Minds cordially invites you to sponsor the
2022 NATIONAL CONFERENCE
 TURN IT UP: AMPLIFYING MENTAL HEALTH IN OUR CULTURE

February 11-12, 2022 | Washington, DC

We hope your organization will join us February 11-12, 2022 in Washington, DC, for the Active Minds National Conference, **the nation's premier conference focused on mental health for emerging adults.** This event annually showcases the most innovative and effective approaches to supporting young adult well-being and changing the conversation about mental health on campuses, in workplaces, and within our communities.

The Active Minds National Conference offers your organization an unparalleled opportunity to reach campus and community decision makers through sponsorship, presentation, and networking opportunities.

Presented since 2004, this highly anticipated event brings together campus and school professionals; government, foundation, and corporate representatives; and student and mental health leaders from across the country to share ideas and advance knowledge about mental health education, advocacy, and awareness.

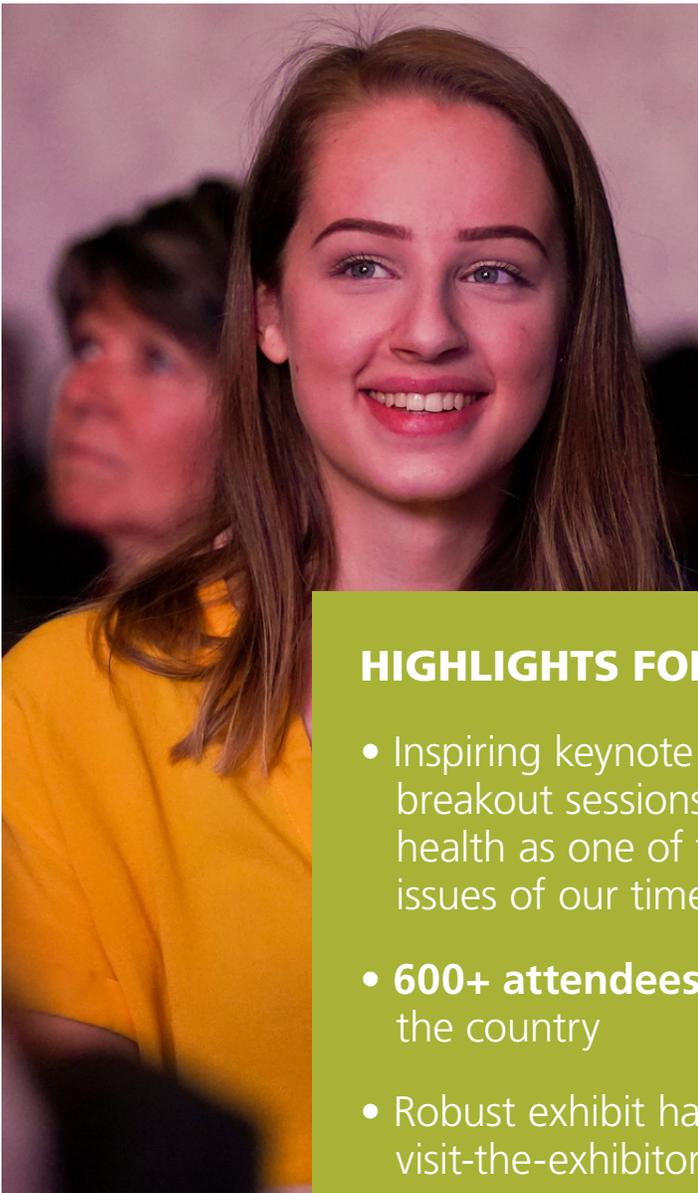
IN GOOD COMPANY

The Active Minds National Conference attracts support from major corporations and organizations.



Booz | Allen | Hamilton
 strategy and technology consultants





HIGHLIGHTS FOR 2022 INCLUDE:

- Inspiring keynote presentations and breakout sessions that address mental health as one of the most important issues of our time
- **600+ attendees** from across the country
- Robust exhibit hall and scheduled visit-the-exhibitor breaks
- Prestigious VIP dinner and speaking program
- **NEW!** Virtual Attendance option with General Session & Digital Breakout Room broadcast live to virtual attendees.





WHO ATTENDS

Campus professionals including deans, vice presidents, faculty, and staff in student affairs, student life, student health, counseling, psychology, public health, and more.

Government, foundation, and corporate representatives invested in the health and well-being of young adults and communities.

Mental health leaders including representatives of mental health organizations as well as practitioners.

School administrators including principals, superintendents, guidance counselors, and social workers.

Young Adult Leaders ages 14-24+ including Active Minds chapter members and alumni, fraternity and sorority leaders, student body presidents, and all others who are committed to mental health awareness and suicide prevention.

WHY SPONSOR

Affirm your organization's commitment to strong campuses, communities, and workplaces.

Gain brand visibility and product promotion among hundreds of campus and school professionals who collectively influence more than 5.4 million college and high school students per year.

Benefit from promotion on Active Minds' website (with more than 1 million page views per year) and vibrant social media platforms, which reach an engaged base of 300,000+ online followers.

Gain unprecedented interactive access to campus, school, and workplace decision makers, and college and high school students, all in one event.



SPONSORSHIP OPPORTUNITIES

PLATINUM \$25,000 ³ AVAILABLE

- 20 complimentary event registrations
- Seating for 20 guests at VIP event
- Full-page conference program ad
- Logo included in Schedule-At-A-Glance
- Prime listing in printed materials, emails, and social media
- Exhibition space
- Prominent recognition on screens and signage at event
- Special thank you on Active Minds' website
- Swag Bag inclusion
- Main Stage featured spotlight or co-created/pre-approved sponsored session

GOLD \$12,500 ⁵ AVAILABLE

- 10 complimentary event registrations
- Seating for 10 guests at VIP event
- Half-page conference program ad
- Listing in printed materials, emails, and social media
- Exhibition space
- Recognition on screens and signage at event
- Special thank you on Active Minds' website
- Swag Bag inclusion
- Co-created/pre-approved sponsored session

SILVER \$7,500

- 6 complimentary event registrations
- Seating for 6 guests at VIP event
- Quarter-page conference program ad
- Listing in printed materials and emails
- Exhibition space
- Recognition on screens and signage at event
- Thank you on Active Minds' website
- Swag Bag inclusion
- Sponsorship of an Active Minds-prepared session

BRONZE \$5,000

- 4 complimentary event registrations
- Seating for 4 guests at VIP event
- Eighth-page conference program ad
- Listing as sponsor in printed materials
- Exhibition space
- Recognition on signage at event
- Thank you on Active Minds' website
- Swag Bag inclusion

EXHIBITOR \$2,000

- 1 complimentary event registrations
- Listed as Exhibitor in printed materials
- Exhibition space

SWAG \$500

- Swag Bag inclusion

High quality items will be placed in swag bags distributed to each attendee. Items may include gift certificates, coupons, or other promotional items. The sponsor will provide items in sufficient quantity. Due to size limitations, please confirm your item before choosing this sponsorship option.

**Session sponsorship includes co-branded signage and collaborative speaker selection if included. It does not include speaker travel and lodging.*

UNDERWRITING OPPORTUNITIES

**Add-on amount applies for Event Sponsors at the Bronze level or higher.

EXCLUSIVE

'LET'S GET SOCIAL' CHAPTER EVENT

\$15,000 (\$12,000 ADD-ON)

Named Sponsor of evening ice cream/ dessert social event for attending high school and college chapter members.

- Logo featured as special event sponsor, in association with the conference, on website, social media, and in program.
- Listed on schedule at a glance as event sponsor.
- Listed on event signage.
- Thank you on social media.
- Live coverage at various times during special event.

EXCLUSIVE

WELLNESS MORNINGS

\$10,000 (\$8,000 ADD-ON)

Named Sponsor of two wellness sessions (one per morning) open to all in-person participants. Underwriter can select from short list of wellness themes (e.g. yoga, guided meditation) or provide a mutually agreed upon session guide. (Fees for session guide and materials are responsibility of underwriter.)

- Logo featured as wellness mornings sponsor, in association with the conference, on website and in program.
- Listed on schedule at a glance as wellness mornings sponsor. Listed on event signage.
- Thank you during plenary remarks each morning.

EXCLUSIVE

DIGITAL PLATFORM

\$50,000 (\$40,000 ADD-ON)

Named Sponsor of live breakout room from which digital content will be streamed to virtual participants. Named sponsor on digital stream of select general session and dedicated breakout room sessions.

- Logo listed on website as digital platform sponsor, listed on room signage as sponsor, listed on virtual slides during content breaks, mentioned by session hosts as sponsor for sessions in the room.
- Logo shared as digital platform sponsor during live stream.

BREAKFAST

\$5,000 PER DAY (\$3,500 ADD-ON)

Named Sponsor of breakfast on day of choice. Up to 3 sponsors per day.

- Logo listed on signage at buffet and near entrances and exits of meal area.
- Thank you during plenary welcome remarks following morning's sponsored breakfast.

LUNCH

\$5,000 PER DAY (\$3,500 ADD-ON)

Named Sponsor of lunch on day of choice. Up to 3 sponsors per day.

- Logo listed on signage at buffet and near entrances and exits of meal area.
- Thank you during plenary remarks following sponsored lunch.

AM & PM BREAKS

\$2,500 PER DAY (\$1,800 ADD-ON)

Named Sponsor of AM & PM snacks on day of choice. Up to 3 sponsors per day.

- Logo listed on signage at buffet.

PREMIER TABLE AT VIP DINNER

\$3,000 (\$2,500 ADD-ON)

- Logo listed in dinner program

TABLE AT VIP DINNER

\$2,000 (\$1,800 ADD-ON)

- Name listed in dinner program

Packages can be customized depending on your organization's needs.

For information about sponsorship and underwriting opportunities, please contact **Ginger Dockery** via email at ginger@activeminds.org or by phone at **202.332.9595** ext. 102.

SPONSORSHIP FORM

ACTIVE MINDS NATIONAL CONFERENCE

February 11-12, 2022 • Washington, DC

To confirm your sponsorship for the 2022 Active Minds National Conference, please complete and return this form by **January 07, 2022**.

Note: All sponsor logos, collateral, and other creative assets must be received by January 7, 2022 for inclusion in event materials. Email inclusion for Platinum, Silver, and Gold sponsors will begin the week of October 25, 2021 through February 12, 2022. Online credit card payment is available at activeminds.org/conference.

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

EVENT SPONSORSHIPS

- \$25,000 • Platinum
- \$12,500 • Gold
- \$7,500 • Silver
- \$5,000 • Bronze
- \$2,000 • Exhibitor
- \$500 • Swag

UNDERWRITING OPPORTUNITIES

- \$50,000 (\$40,000) • Digital Platform
- \$15,000 (\$12,000) • Let's Get Social Chapter Event
- \$10,000 (\$8,000) • Wellness Morning
- \$5,000 (\$3,500) per day • Breakfast
- \$5,000 (\$3,500) per day • Lunch
- \$2,500 (\$1,800) per day • AM/PM Breaks
- \$3,000 (\$2,500) • Premier Table at VIP Dinner
- \$2,000 (\$1,800) • Table at VIP Dinner

***Amounts noted in parenthesis apply when sponsor combines an underwriting opportunity with an event sponsorship of Bronze level and above*

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

PAYMENT

Enclosed is my check, made payable to Active Minds.

Please charge \$ _____

Mastercard

Visa

AmEx

Discover

Card Number

Exp. Date

CW Code

Name as it appears on card

Billing Address, if different from above

Signature

Date