SPONSORSHIP OPPORTUNITIES

June 8, 2022 • Mr. Purple, New York, NY

let's turn up the conversation about mental health
AN INVITATION TO SPONSOR TURN IT UP:
A SUMMER SOIREE TO BENEFIT ACTIVE MINDS

Don’t miss this special opportunity to sponsor Active Minds’ annual NYC fundraiser, Turn It Up: a Summer Soiree to Benefit Active Minds, featuring Frank Warren, “America’s Most Trusted Stranger”. Each year this event brings together hundreds of media, legal, and financial services 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 energetic night of action and impact, with proceeds benefiting Active Minds’ vital education and outreach programs.

ABOUT ACTIVE MINDS

Active Minds is the nation’s leading nonprofit organization supporting mental health awareness and education for young adults. Through our presence in more than 1,000 high schools and colleges, communities, and workplaces, and with a wide-reaching public audience, Active Minds is creating communities of support and saving lives.

Founded in 2003 by Alison Malmon after the tragic suicide of her brother, Brian, Active Minds is dedicated to supporting a new generation in ending the silence, helping to make mental health as highly valued as physical health. Through our many programs, we are changing social norms and behaviors related to mental health across the country.
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 Bethany Matthews via email at events@activeminds.org or by phone at 202.332.9595 with questions or sponsorship interest. Sponsorship packages can be customized depending on your organization’s needs.

FINANCIAL SPONSORSHIP OPTIONS

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>The Basics</th>
<th>The Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFLUENCER (Platinum Sponsor)</td>
<td>$25,000</td>
<td>24</td>
</tr>
<tr>
<td>AMPLIFIER (Gold Sponsor)</td>
<td>$10,000</td>
<td>14</td>
</tr>
<tr>
<td>MEGAPHONE (Silver Sponsor)</td>
<td>$5,000</td>
<td>10</td>
</tr>
<tr>
<td>NOISEMAKER (Bronze Sponsor)</td>
<td>$2,500</td>
<td>6</td>
</tr>
</tbody>
</table>

**The Basics**
- Sponsorships Available
- Number of Complimentary Guest Admissions

**The Recognition**
- Co-Branding on Event Materials
- Recognition at Event
- Recognition on Active Minds Website, Promotional Materials
- Verbal Recognition at Event
- Reserved Seating for Guests
- On-Site Promotional Opportunities
- Special Offer

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.

<table>
<thead>
<tr>
<th>In-Kind Sponsorship Options</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent Auction Donations</td>
<td>Silent Auction donations items and experiences valued at a minimum of $500 each.</td>
</tr>
<tr>
<td>Prize Donations</td>
<td>Prize donation items and experiences valued at a minimum of $100 each.</td>
</tr>
<tr>
<td>Dessert Donations</td>
<td>In-kind donations of professionally catered desserts for approximately 250 guests. Desserts must be provided by a licensed chef or bakery of a registered establishment.</td>
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</tbody>
</table>
SPONSORSHIP FORM

TURN IT UP: A SUMMER SOIREE BENEFITING ACTIVE MINDS
JUNE 8, 2022 • MR. PURPLE, NEW YORK, NY

To confirm your sponsorship, please complete and return this form by May 30, 2022 (Or, if you wish, use the writable PDF version of this form available at activeminds.org/sponsorformNY22). 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 | Influencer (Platinum Sponsor)
☐ $10,000 | Amplifier (Gold Sponsor)
☐ $5,000 | Megaphone (Silver Sponsor)
☐ $2,500 | Noisemaker (Bronze Sponsor)

Please print how you would like your name/business listed in event materials:
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________
_________________________________________________________________________________________________________

CONTACT INFORMATION

Donor Name (for any listings related to event promotions and Impact Report) ...........................................................
Title

Contact Name (if different from above) ..................................................................................................................
Title

Street Address
__________________________________________________________

City State Zip
__________________________________________________________

Email
__________________________________________________________

Phone

FOR IN-KIND DONATIONS

Please send items to Active Minds c/o TME, 15297 Bowmans Folly Drive, Manassas, VA 20112

Item Description

Value

Exchangeable

Restrictions (e.g., expiration date)

☐ Yes  ☐ No  ☐ n/a

☐ Yes  ☐ No  ☐ n/a

☐ Yes  ☐ No  ☐ n/a

Signature

Date

RETURN FORM TO

Active Minds c/o Development Office | 2001 S Street NW, Suite 630, Washington DC 20009

PHONE 202.332.9595 ext. 108 | EMAIL events@activeminds.org