



2025

ACTIVE MINDS MENTAL HEALTH CONFERENCE

STORIES THAT MOVE

Sponsorship and
Exhibitor **Opportunities**

August 1 & 2, 2025 | Washington, DC



active
minds
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The Active Minds Mental Health Conference is the **nation's leading** mental health conference for young adults.

Our highly anticipated annual conference brings together hundreds of young adults and mental health advocates from across the country to share ideas and advance knowledge about mental health education, advocacy, and awareness.

The conference will showcase the most innovative and effective approaches for youth and young adults to mobilize to transform how mental health is valued and prioritized on campuses, in schools, in the transition to the workplace, and within our communities.



active  **minds**

Active Minds is the largest nonprofit in the United States mobilizing youth and young adults to transform mental health norms across society.

For more than 20 years, we have equipped the next generation of peer mental health advocates through a variety of programs, including the Active Minds Chapter Network, A.S.K., and Send Silence Packing. Our advocacy, initiatives, and campaigns foster lasting change in how

youth view and discuss mental health, encouraging them to use their voices to influence broader conversations and inform mental health supports within their communities. Together, we are building a diverse movement of champions committed to improving mental health for all.

Learn more at www.activeminds.org

WHO ATTENDS?

This is the largest conference in the nation for young adult advocates! Most of our attendees are ages 18-25, and we welcome all who want to champion a new era of mental health:

- Active Minds Chapter Members and Alumni from colleges, universities, and high schools.
- Active Minds Chapter Advisors and Youth Champions who are committed to supporting the mobilization of youth and young adults for mental health calls to action.
- Student Members of Partner Organizations including fraternity and sorority leaders, student athletes, service-minded students, student body presidents, and more.
- Leading Experts and Industry Leaders with tangible opportunities available for young adult advocates to learn, grow, and mobilize for mental health.



500+

In-person attendees

Youth & Young-Adults
18-25 + Adult Champions
at Conference



10K+

Active Minds advocates

Youth & Young-Adults
18-25 + Adult Champions
at Conference



8 Million

Youth and young adults reached each year

DEAR FRIEND,

We invite you to join the mental health movement by supporting young adult advocates as a sponsor or exhibitor at the 2025 Active Minds Mental Health Conference, the nation's premier conference focused on championing a new era of mental health. Each year, our highly anticipated conference brings together hundreds of young adults from across the country to share ideas and advance knowledge about mental health education, advocacy, and awareness.

All sponsorship opportunities provide an opportunity to connect directly with our vibrant community of youth advocates and their adult champions. In addition to brand awareness, visibility, onsite activations and tabling, you are making a direct investment in youth mental health. We will also share a post-event summary highlighting your impact on our youth and young adults and a digital badge confirming your organization as a supporter that values and prioritizes mental health.

I hope you will join us to build the nation's most inspiring and innovative mental health conference for youth and young adults.



See you in August,

A handwritten signature in blue ink that reads "Alison Malmon".

Alison Malmon

Founder + Executive Director, Active Minds

The Active Minds Mental Health Conference offers your organization an unparalleled opportunity to reach passionate students and young adults through sponsorship, presentation, and networking opportunities.

- **Affirm your organization's commitment** to supporting young adult mental health across our nation's schools, communities, and workplaces.
- **Gain brand visibility and product promotion** among hundreds of young adult mental health leaders who collectively influence more than 8 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 active social media channels (which reach an engaged audience of nearly 350,000 followers).
- **Gain intimate access** to the next generation of students and young adults advocating for mental health culture change, all in one event.

SPONSORSHIP OPPORTUNITIES

All sponsorship levels at the \$5,000 level and above will include complimentary conference registrations, opportunity for items to be included in attendee swag bags, branding and logo visibility throughout the event, and an **in-person exhibition space!**

MOBILIZER | \$40,000 ★★★★★

Exclusive Branding: highest level of visibility, including your logo featured prominently on all conference materials (print, digital, and on-site)

Speaking Opportunities: A key representative is invited to provide a keynote address, welcome remarks, or participate in a panel discussion

Recognition: Mentioned in all press releases, media coverage, and social media campaigns. Opportunity to include promotional materials in the event swag bag and prominent digital ad in program

On-Site Activation: Large booth space at the venue, premium placement for branding, and the opportunity to engage directly with attendees.

Networking: VIP access to speakers, panels, and private networking events. Exclusive access to a “meet and greet” with youth mental health professionals and thought leaders.

LEADER | \$25,000 ★★★★★

Brand Visibility: Logo displayed on the event website, mobile conference hub, and signage throughout the venue. Recognition in event brochures and agenda.

Speaking Opportunity: Host a small break-out session or interactive workshop on a relevant topic or participate in a panel discussion, depending on the sponsor’s area of expertise.

Exhibit Space: A prominent booth or activation area within the conference venue, positioned near high-traffic areas.

Special Event: Opportunity to sponsor a breakout session or a social event like a networking lunch or coffee break.

Digital Engagement: Inclusion in email newsletters sent to registered attendees prior to the event, and a feature on the conference’s social media channels.

SPONSORSHIP OPPORTUNITIES CONT. 

SPONSORSHIP OPPORTUNITIES CONT.

ADVOCATE | \$15,000 ★★ ★

Visibility: Logo on event materials, including the website, mobile conference hub, and selected signage.

Exhibit Space: booth or table in a high-traffic area, along with an opportunity to distribute branded materials.

Engagement: Opportunity to join a breakout session panel discussion.

Digital Inclusion: Logo and recognition in a pre-event email blast and inclusion in social media posts leading up to the conference.

SUPPORTER | \$10,000 ★ ★

Exposure: Logo included on event materials, including the website and digital signage.

Engagement Opportunity: Recognition during the opening or closing sessions. Opportunity to distribute materials in attendee registration packets, and exhibitor space.

Networking: Access to networking opportunities, including coffee breaks and small group meet-ups.

EMPOWER | \$5,000 ★

Exposure: Logo on event website, in the conference program, and on select event signage.

Digital Acknowledgement: Social media shout-outs and inclusion in post-event thank you emails.

Engage: Sponsors can provide materials for the attendee registration table (e.g., brochures, flyers, or giveaways) and receive an exhibitor space.

YOUTH SCHOLARSHIP SPONSOR | \$2,500

Fund scholarships for students or early-career professionals to attend our conference, demonstrating your commitment to the cause of mental health and youth development. Includes logo on event materials and opportunity to distribute materials in attendee packets.

CUSTOM + UNIQUE OPPORTUNITIES

These exclusive sponsorship opportunities are available a la carte or as an add-on to a larger sponsorship.

NETWORKING LOUNGE | \$20,000

Sponsorship of our networking space across both days of conference, including co-created activation and opportunity for reception in your space during the conference. Your logo will appear on signage in the lounge, and you'll have an opportunity to provide branded materials or promotional items.

PLENARY SESSION | \$15,000

Our keynote gatherings bring all 500+ attendees together. Let's create a moment to inspire our audience with custom branding, an opportunity to introduce the session, and collaborative speaker selection.

WELCOME LUNCH | \$10,000

Your branding on lunch bags or on signage in the lunch area. Opportunity to include promotional materials and sponsor a "Lunch & Learn" session from the main stage.

LANYARD SPONSOR | \$7,500

Your logo featured on the lanyards for all attendee badges, ensuring consistent exposure throughout the conference.

SPONSORSHIP OPPORTUNITIES CONT. 



UNIQUE OPPORTUNITIES CONT.

MOBILE CONFERENCE HUB | \$7,500

Your company will be the exclusive sponsor of the mobile event hub for all attendees and conference events. Branding will appear throughout our schedule, including the splash screen, navigation, and a banner ad.

PHOTO BOOTH | \$7,500

A highlight for our attendees! Co-create a branded Active Minds + mental health backdrop featuring your organization - you'll be part of a momento all guests take home! We even include a professional photographer onsite to ensure high-quality photos that are social media ready.

SNACK BREAK | \$5,000

Refresh and refuel between sessions! Support a coffee break or end-of-day snack, with branding on food and beverage stations, recognition during the event, and a chance to interact with guests in a more relaxed setting

SESSION SPONSOR | \$5,000

Sponsor a breakout session or panel conversation. Recognition in the session description, as well as logo placement on the screen during the session, with an opportunity to introduce the session or participate in a panel discussion.

POST-CONFERENCE THANK YOU | \$5,000

Opportunity to send a thank you email (via Active Minds distribution) to event attendees with invitation to a post-event webinar, distribute relevant content, and share sponsor materials.

AWARD SPONSOR | \$2,500

Our annual awards presentation celebrates leaders in the Active Minds network championing mental health. Make a direct investment in our programs and become a named sponsor of a selected award presented during the Conference.

SWAG BAG | \$500

Your branding on lunch bags or on signage in the lunch area. Opportunity to include promotional materials and sponsor a "Lunch & Learn" session from the main stage.

Have a unique idea?

Want to explore an off-site activation or media partnerships? Ready to design your own opportunity to engage our young adults and showcase your brand? Contact Brett Curtis at:

brett@activeminds.org

EXHIBITOR OPPORTUNITIES

We're excited to offer exclusive exhibitor opportunities for this year's conference, bringing together youth mental health professionals, advocates, and supporters from across the country. This is your chance to showcase your products, services, or initiatives to a passionate and engaged youth audience.

only 2 available

ACTIVATION EXHIBITOR | \$6,000

Create an experiential activation, such as a digital mental health screening, mindfulness session, or in-person experience.

- **Largest Exhibit Space** to accommodate immersive displays or walkthrough
- **Premium Location** near entry to main ballroom to ensure direct engagement
- **4 Full Conference Passes**
- **Primary visibility** in conference exhibitor marketing materials, including expanded description of activation

only 4 available

PREMIUM EXHIBITOR | \$2,400

An enhanced experience that offers more room for creative activations and a stronger presence at the event.

- **Larger exhibit** space to accommodate larger-scale displays
- **Priority location** within the exhibit hall to maximize attendee engagement
- **3 Full Conference Passes**
- **Increased visibility** in conference marketing materials, including program listings, signage, and digital platforms
- **A prime location** within the exhibit hall

only 12 available

EXHIBITOR SPACE | \$1,500

Connect directly with conference attendees, share your offerings, and raise awareness about your brand.

- **1 Table** within our exhibit hall
- **2 Full Conference Passes** for access
- **Exhibit Space** to showcase your brand and engage attendees
- **Recognition** in the Conference Program and on the event website
- **Your company listed** in event communications and on signage throughout the venue

Note: All Conference sponsors at the \$5,000 level and above include an exhibitor space!



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click here!

Learn more about Conference at:

www.activeminds.org/programs/conference

Questions?
Contact Us
active  minds

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