



Mental Health America  
Of Indianapolis



**ANNUAL SPONSORSHIP OPPORTUNITIES**

*Leading the mental health movement at the local, state, and national levels for all Hoosiers.*



# MENTAL HEALTH AMERICA OF INDIANA ANNUAL SPONSORSHIP OPPORTUNITIES

*Dear Partner,*

*With your annual sponsorship, Mental Health America of Indiana will remain on the cutting edge as a leader in the mental health and addiction movement.*

Mental health is a critical part of overall wellness. As such, we recognize and value the need to work collaboratively with a variety of organizations that can help us leverage the communities we serve. Mental Health America of Indiana promotes:

- Prevention for all
- Early identification
- Intervention for those at risk
- Integrated health and behavioral health care for those who need it, and
- Recovery as a goal

Mental Health America of Indiana invites organizations and other entities to join us as partners in order to sponsor our work and further the success of the behavioral health community. The following packages include sponsorship for our two annual events per year, The Indiana Mental Health and Addiction Symposium and Hoosier Idol. The Indiana Mental Health and Addiction Symposium will be hosted on December 9th, 2022 at the Marriott East. Hoosier Idol will be hosted on April 18th, 2023 at the Indiana Roof Ballroom.

With your help, together, we will promote and make change in the behavioral health field.

*Thank you and Be Well,  
Stephen C. McCaffrey, JD  
President and CEO, Mental Health America of Indiana*



# MENTAL HEALTH AMERICA OF INDIANA ANNUAL SPONSORSHIP OPPORTUNITIES

## Areas of Focus

### ADVOCACY

MHAI works at the federal, state, and local levels to promote policy reform in the behavioral health field. With the help of elected officials, Mental Health America of Indiana has significantly impacted the state's ability to fight chronic mental illness and addictive disorders.

### TRAINING

Mental Health America of Indiana offers educational opportunities for prevention, treatment and recovery professionals, advocates, and individuals who wish to enhance their understanding of behavioral health. Our goal is to offer an in-depth understanding of the ever evolving behavioral health field and provide education that will allow persons to better assist those with behavioral health issues. Our trainings are offered on line, in-person, and our team can even visit you, on-site.

### PROGRAMS & EVENTS

MHAI provides programming and events for the behavioral health field, engaging the community in recovery for all and constantly building upon the mental health and addiction movement in Indiana. Mental Health America of Indiana's annual events include: The Mental Health and Addiction Symposium & The Heroes for Recovery Luncheon, and Hoosier Idol.

### TREATMENT

Mental Health America of Indiana's Treatment Services provide specialty treatment options ranging from children and family therapy, gambling counseling, group counseling, and art therapy. Our team works to engage our clients and meet the needs of each individual or family.

# MENTAL HEALTH AMERICA OF INDIANA

## ANNUAL SPONSORSHIP OPPORTUNITIES

Presenting  
Sponsorship  
Benefits

Presenting Sponsor  
\$30,000

### **Your Presenting Sponsorship will Include:** (One Opportunity Per Event)

- Opportunity for your company to have an exclusive advertisement in the Mental Health America of Indiana monthly newsletter, IN.session, going out to over 10,000 state-wide behavioral health stakeholders, recognized as a Presenting Sponsor.
- Your company's logo on all event promotion material, including social media and email advertising, reaching over 10,000 behavioral health leaders.
- Your company's logo on all event ticketing landing pages.
- For digital events, your company will be recognized as the Presenting Sponsor during all workshops, breaks, the "digital lobby", and the post-event survey.
- For digital events, your company will have the opportunity to present a commercial during event breaks.
- Exhibit booth opportunity for both in-person and digital events.
- For in-person events, your company will be recognized as the Presenting Sponsor on the event program, PowerPoint, and all event signage.
- Your company will receive FOUR premium complimentary tables and tickets to all annual events.
- Your company will receive podium recognition at in-person events.
- Opportunity to speak at the podium during in-person events.
- 2 seats at the Head Table during in-person events.
- Your company will be recognized as the Presenting Sponsor on the Mental Health America of Indiana website sponsor banner and resource page.
- Your company will be recognized as a Presenting Sponsor during Mental Health America of Indiana Stanley W. DeKemper Training Institute workshops.



# MENTAL HEALTH AMERICA OF INDIANA

## ANNUAL SPONSORSHIP OPPORTUNITIES

Medal  
Sponsorship  
Benefits

Platinum Level  
\$20,000

### **Your Platinum Level Sponsorship will Include:**

- Your company's logo on the Mental Health America of Indiana monthly newsletter, IN.session, going out to over 10,000 state-wide behavioral health stakeholders, recognized as a Platinum Sponsor.
- Your company's logo on all event promotion material, including social media and email advertising, reaching over 10,000 behavioral health leaders.
- Your company's logo on all event ticketing landing pages.
- For digital events, your company will be recognized as a Platinum Sponsor during all workshops, breaks, the "digital lobby", and the post-event survey.
- For digital events, your company will have the opportunity to present a commercial during event breaks.
- Exhibit booth opportunity for both in-person and digital events.
- For in-person events, your company will be recognized as a Platinum Sponsor on the event program, PowerPoint, and all event signage.
- Your company will receive FOUR premium complimentary tables and tickets to all annual events.
- Your company will receive podium recognition at all in-person events.
- Your company will be recognized as a Platinum Sponsor on the Mental Health America of Indiana website sponsor banner and resource page.
- Your company will be recognized as a Platinum Sponsor during Mental Health America of Indiana Stanley W. DeKemper Training Institute workshops.

# MENTAL HEALTH AMERICA OF INDIANA

## ANNUAL SPONSORSHIP OPPORTUNITIES

Medal  
Sponsorship  
Benefits

Gold Level  
\$15,000

### Your Gold Level Sponsorship will Include:

- Your company's logo on the Mental Health America of Indiana monthly newsletter, IN.session, going out to over 10,000 state-wide behavioral health stakeholders, recognized as a Gold Sponsor.
- Your company's logo on all event promotion material, including social media and email advertising, reaching over 10,000 behavioral health leaders.
- Your company's logo on all event ticketing landing pages.
- For digital events, your company will be recognized as a Gold Sponsor during all workshops, breaks, the "digital lobby", and the post-event survey.
- For digital events, your company will have the opportunity to present a commercial during event breaks.
- Exhibit booth opportunity for both in-person and digital events.
- For in-person events, your company will be recognized as a Gold Sponsor on the event program, PowerPoint, and all event signage.
- Your company will receive FOUR premium complimentary tables and tickets to all annual events.
- Your company will be recognized as a Gold Sponsor on the Mental Health America of Indiana website sponsor banner.



# MENTAL HEALTH AMERICA OF INDIANA

## ANNUAL SPONSORSHIP OPPORTUNITIES

Medal  
Sponsorship  
Benefits

Silver Level  
\$10,000

### **Your Silver Level Sponsorship will Include:**

- Your company's logo on the Mental Health America of Indiana monthly newsletter, IN.session, going out to over 10,000 state-wide behavioral health stakeholders, recognized as a Silver Sponsor.
- Your company's logo on all event promotion material, including social media and email advertising, reaching over 10,000 behavioral health leaders.
- Your company's logo on all event ticketing landing pages.
- For digital events, your company will be recognized as a Silver Sponsor during all workshops, breaks, the "digital lobby", and the post-event survey.
- Exhibit booth opportunity for both in-person and digital events.
- For in-person events, your company will be recognized as a Silver Sponsor on the event program, PowerPoint, and all event signage.
- Your company will receive FOUR premium complimentary tables and tickets to all annual events.
- Your company will be recognized as a Silver Sponsor on the Mental Health America of Indiana website sponsor banner.

# MENTAL HEALTH AMERICA OF INDIANA

## ANNUAL SPONSORSHIP OPPORTUNITIES

Medal  
Sponsorship  
Benefits

Bronze Level  
\$5,000

### **Your Bronze Level Sponsorship will Include:**

- Your company's logo on all event promotion material, including social media and email advertising, reaching over 10,000 behavioral health leaders.
- Your company's logo on all event ticketing landing pages.
- For digital events, your company will be recognized as a Bronze Sponsor during all workshops and in the "digital lobby".
- Exhibit booth opportunity for both in-person and digital events.
- For in-person events, your company will be recognized as a Bronze Sponsor on the event program, PowerPoint, and all event signage.
- Your company will receive THREE premium complimentary tables and tickets to all annual events.
- Your company will be recognized as a Bronze Sponsor on the Mental Health America of Indiana website sponsor banner.



# MENTAL HEALTH AMERICA OF INDIANA

## ANNUAL SPONSORSHIP OPPORTUNITIES

Medal  
Sponsorship  
Benefits

Partner Level  
\$1,000

### **Your Partner Level Sponsorship will Include:**

- Your company's logo on all event ticketing landing pages.
- For digital events, your company will be recognized as a Partner Sponsor in the "digital lobby".
- Exhibit booth opportunity for both in-person and digital events.
- For in-person events, your company will be recognized as a Partner Sponsor on the PowerPoint.
- Your company will receive premium ONE premium complimentary table to all annual events.
- Your company will be recognized as a Partner Sponsor on the Mental Health America of Indiana website sponsor banner.

# MENTAL HEALTH AMERICA OF INDIANA ANNUAL SPONSORSHIP OPPORTUNITIES

## *Sponsorship Benefits- At a Glance*

Medal Sponsorship Benefits	Platinum Level \$20,000 	Gold Level \$15,000 	Silver Level \$10,000 	Bronze Level \$5,000 	Partner Level \$1,000 
• <b>Advocacy</b>					
Logo on IN.session Newsletter	X	X	X		
• <b>Events</b>					
<b>Pre-Event Recognition</b>					
Logo on all promotional items	X	X	X	X	
Logo on ticketing landing page	X	X	X	X	X
<b>Digital Event Recognition</b>					
Logo recognition on all workshops	X	X	X	X	
Logo recognition during breaks	X	X	X		
Commercial during breaks	X	X			
Virtual/ In-person exhibit booth opportunities	X	X	X	X	X
Logo recognition on welcome slide	X	X	X	X	
Logo recognition on post-event survey	X	X	X		
Complimentary attendee tickets	X	X	X	X	X
<b>In-Person Event Recognition</b>					
Logo on Event Signage	X	X	X	X	
Logo on Event PowerPoint	X	X	X	X	
Logo on Event Program	X	X	X	X	
Podium Recognition	X				
Complimentary tables	X	X	X	X	X
• <b>Digital</b>					
<b>Website Recognition</b>					
Link on Resource Page	X				
Link/ Logo on Sponsor Banner	X	X	X	X	
• <b>Training Institute</b>					
Logo recognition at MHA training workshops	X				



# MENTAL HEALTH AMERICA OF INDIANA ANNUAL SPONSORSHIP OPPORTUNITIES

*Please email Kelby Gaw, Director of Communications and Marketing, at [kgaw@mhai.net](mailto:kgaw@mhai.net) for more information and to sponsor Mental Health America of Indiana.*

