

Mental Health America of Southwestern PA

Virtual Conference
December 2 & 3, 2021



Finding Our Way:
Navigating Toward a Bright Future

Opportunities for Engagement, Sponsorship,
and Advertisement

WELCOME TO MENTAL HEALTH AMERICA OF SOUTHWESTERN PA'S 2021 ANNUAL CONFERENCE

Dear Friends of MHA-SWPA,

You are invited to participate in Mental Health America of Southwestern PA's (MHA-SWPA) 2021 virtual Annual Conference, titled *Finding Our Way: Navigating Toward a Bright Future*. We invite you to consider being a sponsor, and/or an advertiser for these events.

After much consideration we decided, once again, to make the Annual Conference virtual. With so many unknowns still surrounding COVID- 19 and its variants, health and safety is of the utmost importance.

MHA-SWPA continues to be committed to bringing cutting edge information and expert speakers regarding mental health and substance use issues to the community. The Annual Conference is a mechanism to achieve that goal. The conference will feature a variety of topics including sessions on suicide, substance use, trauma, and mental health.

With the pandemic continuing, mental health needs are rising as are substance use issues. As a sponsor or advertiser you will have the opportunity to increase visibility for your company or organization, while reaching prime market segments, and have access to MHA-SWPA's constituents and audiences.

This booklet outlines a variety of ways that your company or organization can get involved in the conference both through sponsorships and advertising.

Please visit our website at www.mhaswpa.org for additional information on the conference.

Most Sincerely,



Laurie Barnett Levine, MSW, LSW
CEO, Mental Health America of Southwestern PA

About Mental Health America of Southwestern PA

Mental Health America of Southwestern PA (MHA-SWPA)'s mission is to strengthen resilience in the community with mental health and substance use education, advocacy, and supportive services.

MHA-SWPA has worked to fight the stigma associated with mental illness and substance use issues for 57 years. Since 1964, MHA-SWPA has provided educational programs that help individuals learn about mental wellness, as well as explain the challenges of depression, bipolar disorder, other types of mental illness, and those impacted by substance use issues and suicide loss.

By becoming a supporter of MHA-SWPA through a sponsorship you are not only helping MHA-SWPA fulfill its mission, but you are also providing your company or organization the opportunity to make connections with new clients and consumers. This also demonstrates your commitment to promoting your quality services to mental health and substance use issue- focused professions.

***There is no health without mental
health!***



SPONSORSHIPS

Conference Navigator

\$1,500

- Full page ad in the conference booklet with a clickable link to a website or preferred materials
- 15-second video clip to be played at the beginning of a workshop
- Complimentary registrations for 6 attendees for the conference
- Verbal acknowledgement in the workshop
- Acknowledgement in all written and promotional materials during and leading up to the event.

Conference Sponsor

\$1,000

- Half page ad in the conference booklet with a clickable link to a website or preferred materials
- 15-second video clip to be played at the beginning of a workshop
- Complimentary registrations for 4 attendees for the conference
- Verbal acknowledgement in the workshop
- Acknowledgement in all written and promotional materials during and leading up to the event.

Conference Supporter

\$750

- Half page ad in the conference booklet with a clickable link to a website or preferred materials
- Complimentary registrations for 3 attendees for the conference
- Verbal acknowledgement in the workshop
- Acknowledgement in all written and promotional materials during and leading up to the event.

Workshop Sponsor

\$500

- Special mention in the conference program booklet
- Acknowledgement slide in the workshop
- Verbal acknowledgement in the workshop
- Complimentary registrations for 2 attendees for the conference.

PROGRAM ADVERTISING

The following are options for advertising in the Annual Conference program booklet.

Note: Please ensure that all ads are submitted in PDF form and match the correct dimensions and aspect ratio for your ad.

Selection	Size	Price	Dimensions
	Full Page Ad	\$150	11"h x 8.5"w
	Half Page Ad	\$100	5.5"h x 4.25"w

Ad Submissions: All ads should be submitted in camera-ready form to Conference@mhaswpa.org by NO LATER THAN **Monday, November 22, 2021.**

SPONSORSHIP LEVELS

Selection	Sponsorship Level	Price
	Conference Navigator	\$1,500
	Conference Sponsor	\$1,000
	Conference Supporter	\$750
	Workshop Sponsor	\$500

CONTRACT FORM

Company/Organization _____

Primary Contact Person _____

Billing Address _____

City, State, Zip Code _____

Email _____

Phone _____

Sponsors: Please submit all artwork in a PDF format as you wish it to be printed.

Advertisers: Ads must be received with the correct dimensions and the correct aspect ratio.

The deadline for all contract forms, ads, and logos is:

Monday, November 22, 2021

Please return the complete form via email conference@mhaswpa.org, fax to 724.834.6352

The Bell of Hope

"Cast from shackles which bound them, this bell shall ring out hope for the mentally ill and victory over mental illness."



You may frequently see a bell referenced in Mental Health America of Southwestern PA materials — it even appears in our logo. This bell is very symbolic to the mental health movement. During the early days of mental health treatment, asylums restrained mental health patients using chains and shackles. After this practice was stopped in the 1950s, Mental Health America issued a call for asylums across the country to send them their discarded chains and shackles. These symbols of inhumane treatment were then melted down and recast in the form of a bell — a symbol of hope.

This powerful symbol is also part of Mental Health America of Southwestern PA's Bell of Hope campaign. By donating to the Bell of Hope you are providing hope to individuals experiencing mental health and substance use issues.

Mental Health America of Southwestern PA (MHA-SWPA) has worked to fight the stigma associated with mental illness through outreach and educational efforts for 57 years. MHA of Southwestern PA provides educational programs that help individuals learn about mental wellness and substance use as well as explain the challenges of depression, bipolar disorder, other types of mental illness, and those impacted by addiction and suicide loss.

We continue to bring to the forefront key mental health and substance use issues to battle stigma, teach others about mental wellness, and deal better with the tragedies that our communities sometimes face.

MHA-SWPA invites you to support mental wellness and recovery by becoming part of the Bell of Hope Campaign. Together we can foster a lifestyle that advances mental wellness. There can be no health without mental health.



Be a Friend of
Mental Health America of Southwestern PA
Support Recovery through the Bell of Hope Campaign

Our mission: to strengthen resilience and recovery in our communities with mental health and substance use education, prevention, advocacy and supportive services.

The bell image in our logo is a graphic representation of the Mental Health America Bell. The Bell was forged in 1953 as a sign of hope, from the iron chains and shackles that bound people in mental asylums. It serves as a powerful reminder of the past and the progress made. The inscription on the MHA Bell reads: "Cast from the shackles which bound them, this bell shall ring out hope for the mentally ill and victory over mental illness."

Bell of Hope Annual Pledge Form for 2022

How do you wish your name to appear in donor listings?

☐

I / We wish to remain anonymous.

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

☐

***Platinum** Gifts of \$2,500 and more

☐

***Gold** Gifts of \$500 to \$2,499

***Platinum & Gold Bell of Hope Donors will have access to VIP events.**

☐

Silver Gifts of \$150 to \$499

☐

Bronze Gifts of \$25 to \$149

Forms of Payment - (checks and Online):

☐

Check enclosed for \$ _____

☐

Enclosed is a payment of \$ _____ toward my total pledge of \$ _____ to be paid ☐ monthly ☐ quarterly.

☐

For credit card payments: Please visit our website at <https://mhaswpa.org/donate> select the DONATE button and complete the online Bell of Hope form.

Your contribution will be credited towards the 2022 calendar year.

Please make your check payable to MHA-SWPA and mail to—409 Coulter Avenue, Suite 4, Greensburg PA 15601

MHA of Southwestern PA is designated as a 501(c)(3) organization by the Internal Revenue Service. All contributions to MHA-SWPA are tax deductible to the fullest extent of the law and will be used for programs that do not receive government funding. The official registration and financial information of Mental Health America of Southwestern PA may be obtained from the PA Department of State by calling toll free, within PA, 1-800-732-0999. *Registration does not imply endorsement. No goods or services were received in return for this gift.

Innov21



Mental Health America of Southwestern PA
409 Coulter Avenue, Greensburg PA 15601
724.834.6351
www.mhaswpa.org