



Corporate Sponsorship Opportunities

Mental Health Content is in Demand

If the 400% increase in mental health screenings by Kentuckians in 2020 is any indication, mental wellness is a hot topic. Our phone lines, emails, and social media channels are also showing a significant increase in the need for mental wellness discussions and information across the Commonwealth. That's why we chose this year's local Mental Health Month theme of ***"It's Time to Talk About It."***

It's time to talk about what? A little bit of everything affecting the mental health of Kentuckians. Handling emotions. Dealing with stress. Having difficult conversations. The high rates of burnout in certain professions. The need to tackle cultural problems like toxic masculinity and the structural ones like racism. Accessing mental health resources. Addressing health inequities. Suicide. Addiction. Literally anything to do with mental wellness, we're going to cover in what's left of 2021.

What is Mental Health Month?

Since the early 1970s, May is Mental Health Month campaigns in Kentucky have engaged people in discussing mental health topics, and this year is expected to bring even more conversations, news attention, and casual conversation. We'd like you to be a part of this effort, and to continue supporting our long-term "It's Time to Talk About It" conversations for the rest of the year.

A Little Bit About Our History

Mental Health America of Kentucky is Kentucky's longest-serving mental health advocacy organization. We are a 501(c)3 nonprofit organization established in Louisville in 1951. We are now headquartered in Lexington, KY and maintain our **statewide** focus.

Our mission is to improve the mental health system in Kentucky through education, advocacy, and supporting up-to-date research transmission to mental health providers and their patients in Kentucky.

Established 75 years ago this November, we have orchestrated many changes in Kentucky's mental health scene. Our organization's founders advocated for the first Department of Mental Health in the United States, which set Kentucky at #1 in the nation for mental health reform at the time. We engaged mental health providers in discussions about trauma-informed care, educating them on the principles of the movement that has reshaped not just mental health care provision, but also that of education in the past two decades.

All along, we've promoted mental health literacy and mental wellness principles.

What We Do

We offer many programs including:

- Mental Health Screenings: anonymous online mental health screenings that connect individuals to self-help resources and referrals to approved providers
- May is Mental Health Month, BIPOC Mental Health Month, Suicide Prevention Month, Mental Illness Awareness Week and other awareness months and weeks all year
- Mental Health First Aid Adult & Youth Trainings: to increase mental health literacy, reduce stigma, and encourage early intervention of mental health issues
- Mental Health Month messaging and events that are Kentucky-focused but also bring in the national organization's information for the year
- Webinars on hot topics featuring experts from within the state of Kentucky
- An active online presence including our website, Facebook, Twitter and Instagram
- Boutique speeches and programming related to mental wellness or mental health conditions, upon request
- Mental Health Navigation for individuals looking to understand how to use their mental health insurance and where to access services in their area
- Addiction education and promotion of evidence-based principles of treatment
- So much more!

How You Can Help

Become a corporate sponsor of our efforts. Pick the level that is right for you, and help us to keep mental wellness top of mind for Kentuckians.

B4Stage4 Supporter \$5,000

Mental illness is the only kind of disease that we frequently do not treat at the first signs or symptoms. Almost half of Kentuckians with a diagnosable mental illness will never actually receive treatment. (Cite SAMHSA here). It's time we changed that. B4Stage4 Sponsors will become part of the solution by funding programming on mental health prevention and intervention to be released from May 2021 to December 2021.

B4Stage4 Sponsors receive:

- Logo on Website Home Page for 2021 and as a “continuing sponsor” or “previous sponsor” for 2022
- Thank you and Logo on social media accounts - Facebook, Twitter, Instagram - and future accounts as we grow our outreach (TikTok, etc.)
- Logo on printable educational materials on 5 topics you choose to support
- Thanked as sponsor in 5 webinars and podcasts related to topics of your choice
- Logo on social media related to promotion of the webinars and podcasts and educational materials
- Mentioned in our Annual Report, which is distributed electronically or via print to over 1,000 households in Kentucky
- Cited as a supporter in media appearances related to May is Mental Health Month and other big events
- 10 minute virtual appearance with our Executive Director on a webinar, podcast and social media video to speak about your company’s commitment to B4Stage4 for up to 10 minutes

Mental Health & Wellness Champion \$4,000

Don’t have a specific wellness goal in mind, but want to significantly support the cause of spreading mental health and wellness throughout the Commonwealth? Then this is your sponsorship level.

This investment in our general programming will get you:

- Logo on our website home page for 2021 (smaller than B4Stage4 size)
- Thank you and logo on social media accounts
- Logo on Annual Report distributed to supporters across the commonwealth
- Thank you in media appearances around our bigger events, if you like
- Logo on e-newsletter for remainder of 2021
- Opportunity to make an appearance on a webinar, podcast and social media video to speak about your company’s choice to support MHA Kentucky for up to 5 minutes

A La Carte Sponsorship Opportunities

Mental Health Education Sponsor \$1,000

- Support a single webinar and/or podcast of your choice for 2021
- Logo on all promotional materials, in show notes of podcast, and your social media accounts tagged on posts
- Named on our website homepage and in our Annual Report

Advocacy Supporter \$1,000

Support our local and state advocacy to improve the mental health system.

- Logo listed on website and in annual report as an Advocacy Supporter
- Logo on promotional materials and in the beginning of free Advocacy Training offered virtually in late November 2021

- Named in our Annual Report and on website homepage

Media Outreach Partner - \$ Variable

- If you would like to co-brand public service announcements, local news media segments, share ad space in your local newspaper or on digital advertising platforms, please contact mtimmerman@mhaky.org. This would vary based on the media platforms and options available, and the media market you are targeting.

Mental Health First Aid Course Sponsor \$500

- Logo on all promotional materials including on Eventbrite and Mental Health First Aid websites
- Name mentioned in the beginning, middle and end of a 10 person course
- Shout-out in our celebration social media posts and e-news articles around each training

Mental Health Screenings Sponsor \$250

- Logo on at least 2 promotions of mental health screenings in enews, social media, and tv appearances in 2021
- Logo on Mental Health Screenings page at www.mhaky.org

Scholarship Sponsor \$500 (up to 4 per scholarship)

Each year*, we give out scholarships to 2 students entering the mental health field.

- Logo on scholarship check
- Mentioned in applications sent to colleges and universities across Kentucky
- Logo in awards recognition media

*We were unable to award them in 2020, but hope to resume in 2021.

E-newsletter Sponsor \$250 for logo inclusion in our e-newsletter sent statewide

Wear Green for Mental Health Day Supporter - FREE

Friday, May 7th is “Wear Green for Mental Health Day” in Kentucky. Help us spread the word and popularity around this event by encouraging staff to “wear green,” then post publicly on social media with hashtags: #WearGreen #MentalHealth #ItsTimeToTalkAboutIt. You can also email photos to mtimmerman@mhaky.org to be featured on our channels that day!

Mental Health Month Information - FREE

Want an easy way to get involved in May is Mental Health Month? Download the Toolkit for 2021 and share this information with your employees, share our social media posts, and spark conversations about these Tools 2 Thrive: www.mhahnational.org/may

Mental Health Screening- FREE

Share our Mental Health Screenings with your staff, customers, and more. They are free, clinically validated, anonymous, and accessible 24/7 at MHAScreening.org. Spanish tests are available as well.

Try the screenings out by answering questions however you'd like - just put "test" in the zip code bar if you didn't answer seriously, so we know not to include your data in our findings for this year.

All donations to MHA Kentucky are tax deductible!

Contact Executive Director Marcie Timmerman, mtimmerman@mhaky.org, 859-684-7778 (call or text) to arrange a sponsorship or discuss other ways you can help MHA Kentucky engage Kentuckians in "talking about" mental wellness.

EIN# 61-0662261

Sponsor checks should be made payable to Mental Health America of Kentucky Inc.

Mail to 1588 Lesestown Rd, Ste 130 #279, Lexington KY 40511.

Paypal: Mental Health America of Kentucky

Or donate through our website at: www.mhaky.org.