



2024



**MENTAL HEALTH
COLORADO**

SPONSORSHIP OPPORTUNITIES

www.mentalhealthcolorado.org/2024-sponsorship-opportunities

Mental Health Colorado is a nonprofit, nonpartisan organization working to pass laws, change practices, and build a movement—to create healthier minds across the lifespan for all Coloradans.



Our Work



Strong Start for All Children & Support for Families

We champion legislation to increase access to behavioral health services for Coloradans under the age of 21. We have helped secure millions to increase the number of behavioral health professionals in schools, add treatment options in the community for high-risk youth with co-occurring conditions, and bolster policies that ensure parents do not need to relinquish custody for their children to access behavioral health services. We work to ensure all young people have access to behavioral health care through low barrier programs like iMatter and school-based health centers.

Access to Housing, Healthcare, Supports, & Services

We are the state's leading advocacy organization in ensuring that behavioral health services and supports are high-quality and accessible. We have passed some of the most robust parity laws in the nation and helped to establish mental wellness exams. We have championed legislation to increase access to services delivered by peers and have been one of the few states in the nation to pass a fee to support access to the 988 crisis line. In addition to our advocacy work, our SAFER transitional housing program provides much-needed housing, support, and resources for unhoused individuals with unmet health needs in Arapahoe County.

Well-Being in Aging

We supported legislation that will increase food security and improve access to quality care and prescriptions for chronic pain for older adults in Colorado. We aim to increase our focus on supporting the aging population in Colorado and are actively seeking new partnerships to enhance our impact and understanding of related needs.

Reduced Potential Harm from Drugs & Alcohol

We advocated for and helped pass legislation that will help protect individuals involved in an emergency overdose situation, as well as increased access to Narcan and Medication Assisted Treatment (MAT). We continue to support access to life-saving overdose prevention sites in our state and have worked on expanding coverage in Colorado's Medicaid program for people needing substance use-related care. We oppose laws and practices that exacerbate harms associated with substance use.

Decriminalize Mental Health Conditions

We have worked tirelessly to defeat legislation that would further criminalize people with unmet health needs. We work with advocacy partners to reduce the number of people involved in the incompetent to proceed system and have been responsible for large increases in funding for co-responder programs and expansion of Colorado's crisis response system. Our Care Not Cuffs campaign unites and educates leaders, advocates, and communities working to disentangle mental health and criminal justice to improve health outcomes, preserve public safety, and save taxpayer dollars.

End Discrimination






We tackle discrimination against people with mental health and/or substance use conditions in every part of our advocacy efforts. We have passed legislation to require training for providers and teachers in appropriate mental health responses. We work to address the disproportionate use of solitary confinement in county jails for people with health conditions. Outside of the legislature, our organization is working on a "Know Your Rights" campaign to educate people receiving services about their rights.

Our Supporters



Become a sponsor today to join these powerful allies!

Through sponsorship, businesses and organizations demonstrate their generosity and social responsibility while helping to provide essential funding for Mental Health Colorado to pass laws, change practices, & build a movement toward healthier minds across the lifespan.

- Newsletter.....  35,000 readers
- Brain Wave....  1,700 advocates
- Facebook.....  5,200 followers
- Instagram.....  3,500 followers
- LinkedIn.....  1,700 connections



*We're committed to making our partnership **mutually beneficial and impactful.***

Below is our promise to you as a valued sponsor:



Engagement

We encourage you to actively engage with our organization, including attending our events, participating in our activities, and networking with our members, stakeholders, and like-minded sponsors.



Collaboration

We are eager to collaborate with you on special projects, events, or campaigns that align with our shared values and objectives.



Recognition

We will publicly recognize your support and commitment to Mental Health Colorado through various channels, including website, newsletter, social media, and promotional materials.



Partnership

We view our relationship with sponsors as a long-term commitment, built on trust and shared values. We aim to cultivate lasting, mutually beneficial partnerships.



LEAD

Legislative Education & Advocacy Day



Levels & Benefits:

\$5,000 - LEADER

- Special recognition and speaking opportunity at LEAD event
- A message from your company's CEO or spokesperson on the LEAD registration page
- Dedicated pre- & post-event social media post on Facebook, Instagram, & LinkedIn with direct tag to organization
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral and February e-newsletter

\$2,500 - REFORMER

- A message from your company's CEO or spokesperson on the LEAD registration page
- Dedicated pre- and post-event social media post on Facebook, Instagram, & LinkedIn
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

\$1,000 - ADVOCATE

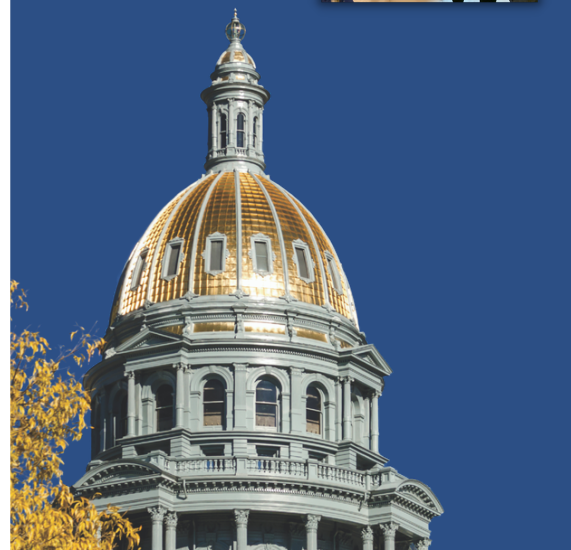
- Year-long visibility on Mental Health Colorado's website
- Dedicated pre-event social media post on Facebook, Instagram, & LinkedIn
- Your organization's logo on event collateral

\$750 - SUPPORTER

- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

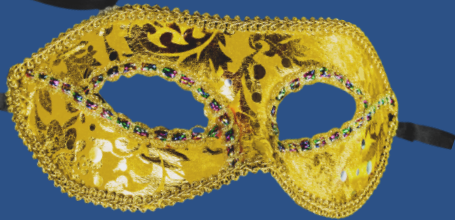
On Legislative Education and Advocacy Day, our goal is to empower and equip advocates with the knowledge, tools, and opportunities to engage in effective lobbying efforts, meaningful interactions with our legislators, and learning experiences with leading experts. **We continue to cultivate a platform where passionate individuals can actively shape the future of mental health policies.**

Expected Attendance: 100 guests
Sponsorship Deadline: February 28, 2024





Unmasked



At our 4th Annual Unmasked Masquerade Party, our mission is to create a welcoming space where fellow advocates come together to promote understanding, compassion, and open dialogue surrounding mental health and substance use. **We believe that by fostering a culture of acceptance, support, and knowledge, we can contribute to a more inclusive and empathetic society where individuals feel comfortable sharing their experiences and seeking the help they need.**

Levels & Benefits:

\$7,500 - DIAMOND

- Admission for 12 guests
- Dedicated May e-newsletter feature
- Special spoken recognition at the event
- Dedicated pre- & post-event social media post on Facebook, Instagram, & LinkedIn
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

\$5,000 - GOLD

- Admission for 10 guests
- Special recognition at the event
- Dedicated pre-event social media post on Facebook, Instagram, & LinkedIn
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

\$2,500 - SILVER

- Admission for 8 guests
- Year-long visibility on the Mental Health Colorado's website
- Your organization's logo on event collateral

\$1,000 - BRONZE

- Admission for 6 guests
- Your organization's logo on event collateral

Expected Attendance: 200 guests
Sponsorship Deadline: May 31, 2024



tribute

Fundraising Gala



At our 41st Annual Tribute, we will once again celebrate and pay tribute to the unwavering dedication of individuals and organizations who champion the mental health and well-being of Coloradans across the lifespan. We will gather to recognize the efforts of those who have, in countless ways, made a profound impact on the health landscape in Colorado.

Levels & Benefits:

\$25,000 - CHAMPION

- Admission for 20 guests
- Dedicated e-newsletter feature
- Speaking opportunity at the event
- A video message from your company's CEO on event registration page
- Dedicated pre- & post-event social media post on Facebook, Instagram, & LinkedIn
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

\$15,000 - LEADER

- Admission for 15 guests
- Special spoken recognition at the event
- A video message from your company's CEO on event registration page
- Dedicated pre- & post-event social media post on Facebook, Instagram, & LinkedIn
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

\$10,000 - REFORMER

- Admission for 15 guests
- Dedicated pre-event social media post on Facebook, Instagram, & LinkedIn
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

\$5,000 - ADVOCATE

- Admission for 10 guests
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

\$2,500 - SUPPORTER

- Admission for 6 guests
- Year-long visibility on Mental Health Colorado's website
- Your organization's logo on event collateral

Expected Attendance: 500 guests
Sponsorship Deadline: August 31, 2024



COMMUNITY EVENTS



Throughout the year, we participate in local events to:

- Connect with grassroots advocates;
- Spread awareness about mental health and reducing harm from substance use; and,
- Remind the public that resources are available for those in need.

Levels & Benefits:

\$1,000 - COMMUNITY CHAMPION

- Company name displayed on our booth
- Recognition in our pre-event & post-event social media and newsletter
- An opportunity to distribute your company's marketing materials at our booth

\$500 - LOCAL LEADER

- Company name displayed on our booth
- Recognition in our pre-event social media marketing
- Acknowledgment in our post-event newsletter



Contact Ashley at aperales@mentalhealthcolorado.org for more information.



WEBINARS & ROUNDTABLE



Level & Benefits:

\$200 per event

- Your organization's logo on event webpage
- Recognition as a sponsor during the event's opening and closing remarks
- Two complimentary registrations for paid events



Events:

[Brain Wave Webinar Series](#)

Mental Health Colorado will host four quarterly webinars in 2024 to educate and activate our grassroots network of advocates – the Brain Wave. During these webinars, staff will discuss the 2024 Legislative Session, legislative and regulatory priorities for Mental Health Colorado, in our state and nationally, and the importance of advocacy in creating a better future for Coloradans across the lifespan.

[Natural Psychedelic Medicines Webinar Series](#)

Next year, healthcare providers across the state will have the opportunity to offer groundbreaking mental health services to their patients and clients with regulated psilocybin therapy. Mental Health Colorado has teamed up with Healing Advocacy Fund Colorado to offer a free webinar series on natural psychedelic medicines in winter and spring 2024. This 4-part series will equip providers with the necessary information to understand the new laws and explain the therapeutic potential of natural medicines to patients and clients.

[Care Not Cuffs Monthly Reports & Updates Webinar](#)

These monthly reports and updates from health and safety partners (including first responders, health care provider organizations, public defenders, prosecutors, judges, harm reduction specialists, researchers, advocates and others) provide a platform for accelerating local, state, and nationwide efforts to provide health care for health needs. Care Not Cuffs builds the movement to reduce the criminalization of people with unmet health needs and the poor outcomes associated with relying on jails and prisons as our nation's primary psychiatric institutions.

[Well-Being in the Construction Industry Roundtable](#)

This spring, Mental Health Colorado is teaming up with the Association of Medical Facility Professionals (AMFP) to host an in-person roundtable focused on mental health and well-being in the construction industry. Our mission is to create a collaborative platform where industry leaders unite to promote understanding, offer support, and drive meaningful change in order to build a safer, more compassionate, and healthier construction community for all.



\$100,000

Mental Health Colorado's Elite Sponsorship

- Headlining Sponsor and Special Recognition as Elite Sponsor of the Year at all events & webinars
- Year-long visibility on the main page of our website as 'Mental Health Colorado's Elite Sponsor of the Year'
- Company name and logo listed on our digital and printed Annual Report
- Lunch & Learn for leadership and staff on 'Well-Being in Your Workplace and Community' with CEO, Vincent Atchity
- Op-ed inclusion in up to 3 monthly e-newsletters
- Special spoken recognition at LEAD, Unmasked, & Tribute Gala
- 20 tickets to our 41st Annual Tribute Gala
- 10 tickets to our 4th Annual Unmasked Masquerade
- Dedicated social media posts on Facebook, Instagram, and LinkedIn before LEAD, Unmasked, & Tribute
- Company logo displayed on our booth at all community events

\$50,000

Mental Health Champion

- Logo recognition at all events & webinars
- Year-long visibility on our website
- Lunch & Learn for leadership and staff on 'Well-Being in Your Workplace and Community' with CEO, Vincent Atchity
- Op-ed inclusion in one monthly e-newsletter
- 16 tickets to our 41st Annual Tribute Gala
- 6 tickets to our 4th Annual Unmasked Masquerade
- Dedicated social media posts on Facebook, Instagram, and LinkedIn before 2 selected events

\$25,000

Mental Health Leader

- Logo recognition at all events & webinars
- Year-long visibility on our website
- Lunch & Learn for leadership and staff on 'Well-Being in Your Workplace and Community' with CEO, Vincent Atchity
- 10 tickets to our 41st Annual Tribute Gala
- 4 tickets to our 4th Annual Unmasked Masquerade
- Dedicated social media post on Facebook, Instagram, and LinkedIn before 1 selected event



While we are grateful for the generous support of our sponsors, we understand that not everyone can commit to a sponsorship. However, you can still play a vital role in advancing our cause through an individual donation or Workplace Giving Program.



To donate with a check:

Mental Health Colorado
303 E. 17th Ave., 4th Floor
Denver, CO 80203

**To donate (one-time or recurring)
with a bank card:**

mentalhealthcolorado.org/donate



Other Donations:

To make arrangements for legacy gifts, non-monetary donations, and other contributions, please contact Ashley Perales at aperales@mentalhealthcolorado.org.

By choosing to donate, you are contributing to a more compassionate and understanding Colorado, where mental health is prioritized and supported!