



**MENTAL HEALTH
COLORADO**





2026

SPONSORSHIP OPPORTUNITIES

About Mental Health Colorado

Mental Health Colorado is a non-profit, nonpartisan organization dedicated to promoting mental health and well-being for all Coloradans across the lifespan. We work statewide to pass laws, change practices, and build a movement that supports healthier minds at every stage of life. Through strategic advocacy, public education campaigns, and high-impact events, we drive meaningful change in how our communities understand and support mental health.










PASSING LAWS

-  **Protecting the programs** that promote healthier lives.
-  **Creating standards** around youth mental health in athletics.
-  **Reducing the barriers** to community reentry for justice-involved individuals, so they can give back to their communities and thrive.
-  **Streamline behavior health funding** systems under one roof at the BHA.

CHANGING PRACTICES



BUILDING A MOVEMENT

								
2025 Interns	Brain Wave Advocates	Newsletter Subscribers	Monthly Website Visits	Facebook Followers	LinkedIn Followers	Instagram Followers	X Followers	Blue Sky Followers
8	1,600	39,700	2,000	5,400	2,600	4,100	3,123	67

Become a sponsor today to join these powerful allies!



Sponsorship Opportunities with Mental Health Colorado

Mental Health Colorado offers sponsorship opportunities that provide year-round visibility while advancing healthier minds across the lifespan. From our premier **Elite Sponsor of the Year** recognition to signature events and campaigns—including **LEAD**, **Brain Wave**, **Mental Health Awareness Month**, **Colorado Gives Day**, the **43rd Annual Tribute Gala**, and the **Course Corrections Summit**—your partnership demonstrates a commitment to improving mental health for all Coloradans.

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**MENTAL HEALTH
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**ANNUAL
SPONSORSHIP**

\$100,000

Mental Health Colorado's Elite Sponsorship

Partner with Mental Health Colorado as an Elite Leader and make a powerful impact on the well-being of communities across the state. This premier sponsorship opportunity allows your company to align its philanthropic investments, employee engagement, and brand visibility with a mission-driven organization. Through a customized partnership, you'll play a key role in advancing mental health and promoting healthier minds for all Coloradans.

Sponsorship Benefits Include:

- **43rd Annual Tribute Gala: Champion-Level Benefits**
- **Brain Wave: Reformer-Level Benefits**
- **LEAD, Mental Health Awareness Month, & CO Gives Day: Advisor-Level Benefits**

Thank you to our 2025 Elite sponsor!



**ROCKY MOUNTAIN
HEALTH PLANS®**

A UnitedHealthcare Company



MENTAL HEALTH
COLORADO

March 4, 2026

Location:
First Baptist Church
of Denver

LEAD

Legislative Education & Advocacy Day



Legislative Education & Advocacy Day (LEAD) is a free community event hosted by Mental Health Colorado that brings together over one hundred advocates, policymakers, and community leaders to advance mental health policy. Held at the Colorado State Capitol, LEAD offers public education, advocacy training, and direct engagement with legislators.

In 2025, 112 advocates participated in advocacy training and visited the Capitol to engage directly with their Senators & Representatives.

Levels & Benefits:

\$5,000 – Advisor

- Event resource booth to connect with attendees and share branded merchandise
- Dedicated social media post on Facebook, Instagram, LinkedIn, X & Bluesky
- Logo prominently displayed on all event invitations & collateral
- Yearlong logo recognition on our website

\$2,500 – Supporter

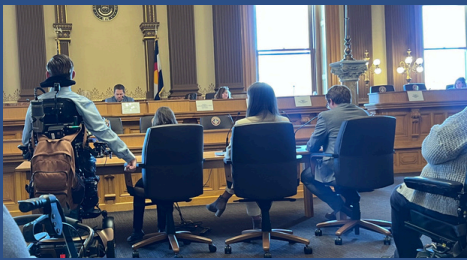
- Logo prominently displayed on all event invitations & collateral
- Yearlong logo recognition on our website

Expected Attendance: 100 guests
Sponsorship Deadline: February 4, 2026



MENTAL HEALTH
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Brain Wave



Brain Wave is Mental Health Colorado's statewide network of advocates with lived & professional experience in mental health. Sponsorship supports training, mobilization, and storytelling efforts that empower members to influence policy and public opinion. Your partnership helps elevate real voices and drive meaningful change in Colorado.

The Brain Wave has over 1,600 members (and growing!) who volunteer their time to visit the Capitol, write letters, make phone calls, and assist at events- making a measurable impact on the health and well-being of all Coloradans.

Levels & Benefits:

\$10,000 – Reformer

- Logo recognition in 2026 Advocacy Toolkit & Training Videos
- Spoken recognition in Brain Wave bi-weekly webinars during the legislative session (Jan-May)
- Logo recognition in weekly Brain Wave emails during the legislative session (Jan-May)
- Two dedicated social media posts on Facebook, Instagram, LinkedIn, X & Bluesky
- Logo recognition in monthly 2026 Brain Wave Newsletters
- Yearlong logo recognition on our website

\$5,000 – Advisor

- Logo recognition in weekly Brain Wave emails during the legislative session (Jan-May)
- One dedicated social media post on Facebook, Instagram, LinkedIn, X & Bluesky
- Logo recognition in monthly 2026 Brain Wave Newsletters
- Yearlong logo recognition on our website

\$2,500 – Supporter

- Logo recognition in weekly Brain Wave emails during the legislative session (Jan-May)
- Logo recognition in monthly 2026 Brain Wave Newsletters

Sponsorship Deadline: January 15, 2026



**MENTAL HEALTH
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**Sponsor benefits
during the month
of May**

May 2026 Mental Health Awareness Month



Mental Health Awareness Month is a powerful campaign throughout May that engages thousands of Coloradans in conversations about mental well-being, access to care and ending health-based discrimination. Sponsorship supports statewide outreach through educational events, social media, and storytelling campaigns that elevate diverse voices and lived experiences.

In 2025, MHC's Mental Health Awareness Month campaign reached 80,000 followers!

Levels & Benefits:

\$15,000 – Matching Sponsor

- Logo recognition in weekly emails to our audience of 35,000
- Logo recognition in social media posts on Facebook, Instagram, LinkedIn, X & Bluesky 4 times per week
- Logo recognition at tabling events
- A pop-up message on the Mental Health Colorado website promoting the match until it is met, recognizing your organization as the matching partner
- One print mailing to current and lapsed donors recognizing your organization as matching partner
- Logo and matching donation recognition in our May e-newsletter
- Yearlong logo recognition on our website

\$5,000 – Advisor

- Logo recognition in weekly emails to our audience of 35,000 readers
- Logo recognition in social media posts on Facebook, Instagram, LinkedIn, X & Bluesky 1 time per week
- Logo recognition in our May e-newsletter
- Yearlong logo recognition on our website

Sponsorship Deadline: April 1, 2026



**MENTAL HEALTH
COLORADO**

**Sponsor benefits
during the month
of November**

November 2026 Colorado Gives Day Campaign



Colorado Gives Day is a statewide movement to support Colorado nonprofits, and a vital opportunity for Mental Health Colorado to raise funds and awareness for advocacy and education. Sponsorship helps amplify our campaign through community outreach, email marketing, and social media promotion, reaching thousands of Coloradans who care about mental well-being. Your support powers change and positions your brand as a champion for healthier minds across the state.

In 2024, MHC's CO Gives Day Campaign inspired 182 donors to give in support of our shared mission to support the health and well-being of Coloradans.

Levels & Benefits:

\$15,000 – Matching Sponsor

- Logo recognition in weekly emails to our audience of 35,000 readers
- Logo recognition in social media posts on Facebook, Instagram, LinkedIn, X & Bluesky 4 times per week
- Logo recognition at tabling events
- A pop-up message on the Mental Health Colorado website promoting the match until it is met, recognizing your organization as the matching partner
- One print mailing to current and lapsed donors recognizing your organization as matching partner
- Logo and matching donation recognition in our November e-newsletter
- Yearlong logo recognition on our website

\$5,000 – Advisor

- Logo recognition in weekly emails to our audience of 35,000 readers
- Logo recognition in social media posts on Facebook, Instagram, LinkedIn, X & Bluesky 1 time per week
- Logo recognition in our November e-newsletter
- Yearlong logo recognition on our website

Sponsorship Deadline: October 1, 2026

43rd Annual tribute Fundraising Gala



The 43rd Annual Tribute Fundraising Gala is Mental Health Colorado's premier celebration and largest fundraising event of the year, honoring individuals and organizations driving progress in mental health. With an expected audience of nearly 400 community leaders, advocates, & philanthropists, the evening features a cocktail reception, dinner, live entertainment, and inspiring stories. Sponsorship provides high-visibility brand recognition while directly supporting our mission to promote healthier minds across the lifespan.

MHC's 41st Annual Tribute Gala hosted 398 guests from across the state to celebrate and give.

Levels & Benefits:

\$50,000 - Champion

- Admission for 20 guests to our 43rd Annual Tribute Gala
- Speaking opportunity at Tribute
- Logo prominently displayed on each table at Tribute and all event collateral
- Op-ed inclusion in two monthly e-newsletters
- Four dedicated social media posts on Facebook, Instagram, LinkedIn, X & Bluesky
- Yearlong logo recognition on our website

\$25,000 - Leader

- Admission for 16 guests to our Tribute Gala
- Video highlight at our Tribute Gala
- Logo prominently displayed on all Tribute event collateral
- Op-ed inclusion in one monthly e-newsletter
- Three dedicated social media posts on Facebook, Instagram, LinkedIn, X & Bluesky
- Yearlong logo recognition on our website

\$10,000 - Reformer

- Admission for 14 guests to our Tribute Gala
- Special spoken recognition at our Tribute Gala
- Logo prominently displayed on all Tribute event collateral
- Two dedicated social media posts on Facebook, Instagram, LinkedIn, X & Bluesky
- Yearlong logo recognition on our website

\$5,000 - Advisor

- Admission for 10 guests to our Tribute Gala
- Logo prominently displayed on all Tribute event collateral
- One dedicated social media post on Facebook, Instagram, LinkedIn, X & Bluesky
- Yearlong logo recognition on our website

\$2,500 - Supporter

- Admission for 6 guests to our Tribute event
- Logo prominently displayed on all Tribute event collateral
- Yearlong logo recognition on our website



MENTAL HEALTH
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May 7-8, 2026

Location:
Staenberg-Loup Jewish
Community Center



COURSE CORRECTIONS

Disentangling Mental Health
& Criminal Justice



Course Corrections is Mental Health Colorado's initiative to disentangle mental health and criminal justice. The 2026 Course Corrections Summit convenes advocates, policymakers, & community leaders to advance solutions that reduce reliance on the criminal justice system and expand access to mental health care. Sponsorship supports this collaborative platform where evidence-based strategies are shared, bold goals are set, and partnerships are forged to create healthier, safer communities across Colorado.

The 2018 Course Corrections Summit gathered over 300 leaders from across Colorado to chart a path toward reducing incarceration and expanding access to care.

Levels & Benefits:

\$25,000 - Leader

- Summit registration for 4 guests
- Speaking opportunity
- Recognition as Day 1 breakfast & lunch sponsor
- Logo included in post-summit recommendations report
- Logo prominently displayed on all event collateral
- Two dedicated social media posts on Facebook, Instagram, LinkedIn, X & Bluesky
- Yearlong logo recognition on our website

\$10,000 - Reformer

- Admission for 2 guests
- Special spoken recognition
- Recognition as Happy Hour Sponsor
- Logo prominently displayed on event collateral
- One dedicated social media post on Facebook, Instagram, LinkedIn, X & Bluesky
- Yearlong logo recognition on our website

\$5,000 - Advisor

- Recognition as Day 2 breakfast & lunch sponsor
- Logo prominently displayed on event collateral
- Yearlong logo recognition on our website

Expected Attendance: 200 guests
Sponsorship Deadline: April 7, 2026

We are grateful for the generous support of sponsors and supporters.
Along with sponsorship, there are many other ways to support!

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:



www.mentalhealthcolorado.org/donate

Other Ways to Give:

- Legacy Giving
- Workplace Giving
- Employer Matching Gifts
- Cause Marketing Campaigns
- Hosting a Fundraiser
- In Kind Gifts and Services

Contact Amy at ASTewart@mentalhealthcolorado.org



**By supporting Mental Health Colorado, you are promoting
healthier minds across the lifespan for all Coloradans!**