



# **Mental Health America of Indiana**

**July 2024 - July 2025**

## **Annual Sponsorship Opportunities**

**THE FUTURE OF BEHAVIORAL HEALTH**

**TRENDS**



**CHALLENGES**



***Opportunities***



## **Join the passionate mental health advocates and leaders from Indiana and beyond**

### **About Mental Health America of Indiana:**

Mental Health America of Indiana is the largest and oldest mental health advocacy organization in the state of Indiana. Our organization is home to a variety of behavioral health programs you may be familiar with. Each working tirelessly to meet all the needs of the Hoosier behavioral health community. To learn more about our programs and work, please visit [MHAIndiana.net](http://MHAIndiana.net)

**Dear Partner,**

**Your annual sponsorship is crucial in ensuring that Mental Health America of Indiana remains a leading force in the mental health and addiction movement throughout the state.**

**We deeply understand the significance of mental health as a component of overall Hoosier well-being. Therefore, we highly value collaborative efforts with diverse organizations that can assist us in amplifying our impact within the communities we serve.**

**We cordially invite organizations and entities to join us as partners in supporting our initiatives and driving success within the behavioral health community. The sponsorship packages we offer encompass our organization's annual events and the ability to customize your package based on the needs and wants of your annual giving strategy.**

**By working together and with your vital assistance, we can bring about positive change and advancements in the field of behavioral health.**

**Thank you for your commitment.**

**Sincerely,  
Stephen C. McCaffrey, President and CEO  
Mental Health America of Indiana**



# Mental Health America of Indiana

## Annual Sponsorship Opportunities

Our team is dedicated to aligning every annual contribution with your organization's strategic objectives. Whether through financial support, promotional opportunities, or partnerships, we greatly value your voice in our network.

### THE FUTURE OF BEHAVIORAL HEALTH

TRENDS



CHALLENGES



*Opportunities*

# Signature Mental Health America of Indiana Annual Events

Mental Health America of Indiana hosts two signature events each year: the Mental Health and Addiction Symposium, our annual conference, and Hoosier Idol, our annual fundraiser. By becoming an Annual Sponsor, your support will help fund both of these key events.



## 2023 Signature Event FACTS

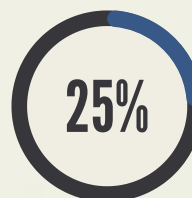


The Indiana Mental Health and Addiction Symposium is the states largest mental health and addiction conference. Bringing together behavioral health professionals from all over the state.

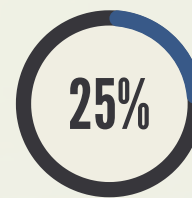


Hoosier Idol is the largest legislative event of the Indiana Legislative Session. Each year, the event brings together advocates, leaders, and professionals to raise funds for mental health and addiction recovery.

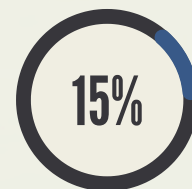
Our event attendees are...



**Hoosier Behavioral Health Professionals**



**Behavioral Health Advocates**



**Government Leaders & Elected Officials**



# Annual Sponsorship Opportunities

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## **Advocate - \$1,500:**

- Mention in event program materials.
- Complimentary tickets to the signature events. (1 table/ 10 tickets)
- You'll receive a complimentary exhibit booth to our Vendor Village.

## **Bronze - \$5,000:**

- All benefits of Advocate level.
- Company logo featured on MHAH's website with a link to the sponsor's website.
- Social media shoutout
- Company logo displayed on event banners and promotional materials.
- Complimentary tickets to the sponsored events. (2 tables/ 20 tickets)
- You'll receive a complimentary exhibit booth to our Vendor Village.

## **Silver - \$10,000:**

- All benefits of Bronze level.
- Recognition in event press releases and social media mentions.
- Verbal recognition during the event's opening and closing remarks.
- Complimentary tickets to the sponsored events. (3 tables/ 30 tickets)
- You'll receive a complimentary exhibit booth to our Vendor Village.

## **Gold - \$15,000:**

- All benefits of Silver level.
- One digital ad spot played during event breaks.
- Option to provide promotional materials to be distributed at the event.
- Complimentary tickets to the sponsored events. (4 tables/ 40 tickets)
- You'll receive a complimentary exhibit booth to our Vendor Village.

## **Platinum - \$20,000:**

- All benefits of Gold level.
- Exclusive sponsorship of a breakout session during the event (content subject to approval).
- Company name and logo mentioned in event-related press coverage.
- Acknowledgment as a Platinum sponsor in pre-event promotional materials.
- Complimentary tickets to the sponsored events. (5 tables/ 50 tickets)
- You'll receive a complimentary exhibit booth to our Vendor Village.

Please note that sponsored signature events include Symposium on 12/13/24 and Hoosier Idol on 4/9/25, unless otherwise agreed upon in sponsorship agreement.

All sponsorships are subject to availability and event-specific details. We are open to discussing customized benefits or additional opportunities that align with your company's goals and values. For more information or to secure your sponsorship, please contact us at [kgaw@mhah.net](mailto:kgaw@mhah.net).

# Mental Health America of Indiana Program Events

Mental Health America of Indiana offers a range of programs dedicated to behavioral health across the lifespan, beginning with prevention. Our program areas include Prevention, Education, Treatment, Forensic Services, Crisis Services and Recovery, while Mental Health America of Indianapolis addresses urban-specific issues. We invite you to extend your support through sponsorship of our various programmatic events held throughout the year.



## Our Program Impact.

### 2024 & 2025 Programs

indiana Alliance on Prenatal Substance Exposure. Infancy Onward. Indiana Collegiate Action Network. Indiana Suicide Prevention Network. ICAADA. Indiana Association of Peer Recovery Support Specialist. Indiana Affiliation of Recovery Residences. Mental Hfealth America of Indiana SWD Training Institute. Indiana Forensic Services. Integrated Reentry and Correctional Support. Indiana Crisis Services. Life Recovery Center. Indiana Recovery Network. Indiana Addictions Issues Coalition. Mental Health America of Indianapolis.

# Mental Health America of Indiana Sponsor Form



## Mental Health America of Indiana Sponsorship Opportunities 2024

### Sponsor Information

Name: \_\_\_\_\_  
Company/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Sponsorship Levels

Please select your Annual Sponsorship Level:

- ☐ Platinum Sponsorship
- ☐ Gold Sponsorship
- ☐ Silver Sponsorship
- ☐ Bronze Sponsorship
- ☐ Advocate Sponsorship

### Program Support

Annual Sponsorships support all MHA of Indiana programs, however, if you would like to specifically allocate funds to a program, please select below (check all that apply): (please check all that apply):

- ☐ Indiana Alliance on Prenatal Substance Exposure
- ☐ Infancy Onward
- ☐ Indiana Collegiate Action Network
- ☐ Indiana Suicide Prevention Network
- ☐ ICAADA
- ☐ Indiana Association of Peer Recovery Support Specialist
- ☐ Indiana Affiliation of Recovery Residences
- ☐ Mental Health America of Indiana SWD Training Institute
- ☐ Indiana Forensic Services
- ☐ Integrated Reentry and Correctional Support
- ☐ Indiana Crisis Services
- ☐ Life Recovery Center
- ☐ Indiana Recovery Network
- ☐ Indiana Addictions Issues Coalition
- ☐ Mental Health America of Indianapolis

Amount allocated:

\_\_\_\_\_

(Optional) I would like to sponsor the following specific event(s) or initiative(s):

Please List (Event, Amount):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Custom Sponsorship Opportunities

I am interested in discussing custom sponsorship opportunities. Please contact me:

- ☐ Yes
- ☐ No

Total Sponsorship Amount: \_\_\_\_\_



# Mental Health America of Indiana Sponsorship



**Align your organization's strategic  
giving with mental health today!**

**Become a Sponsor!**

[www.mhai.net](http://www.mhai.net)

**Applications close December 2024**

**Questions? Let's chat!**

**Kelby Hudkins**

[kgaw@mhai.net](mailto:kgaw@mhai.net)

Director of Communications & Marketing

Mental Health America of Indiana

317-496-7193