



2018 Individual Sponsorship Packet

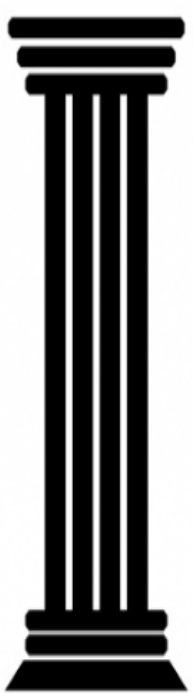
www.mhageorgia.org

ABOUT



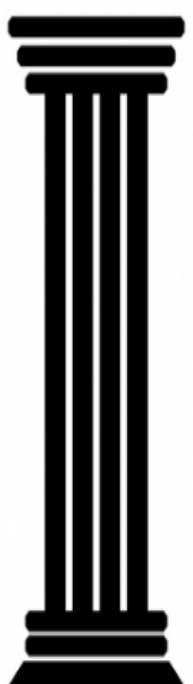
National Mental Health Association of Georgia, Inc “dba” Mental Health America of Georgia (MHA of GA) strives to be an innovative leader in mental health system transformation. MHA of GA is an affiliate of Mental Health America, the nation's leading community-based nonprofit dedicated to helping people achieve wellness by living mentally healthier lives. MHA of GA is a small non-profit organization with a big heart dedicated to enhancing mental health and wellness of Georgians through education, outreach and advocacy. We envision that Georgians will have access to mental wellness resources and thrive in compassionate communities. MHA of GA stands on three pillars of work: Education, Outreach and Advocacy.

EDUCATION



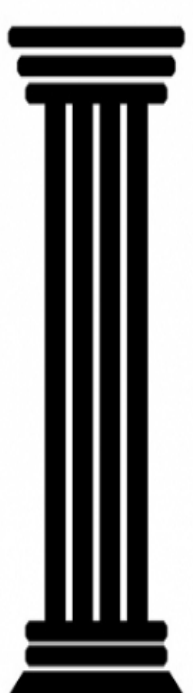
MHA of GA believes that individuals living with mental illness have a right to be supported by mental health professionals who are educated in the recovery process and partners *with* them to achieve their own recovery. We believe the stigma associated with a mental illness is combatted through ongoing awareness activities to educate the community on mental health and wellness. This is accomplished through the development and delivery of training programs, internship opportunities, consultations, workshops and training seminars.

OUTREACH



MHA of GA believes that mental health and wellness is strengthen through providing for basic needs of the community. MHA of GA partners with local communities, organizations, schools, colleges and universities to provide for low resources area of basic needs such as food, clothing and other necessities. We provide mental health resources to connect individuals to culturally and linguistically appropriate services. This is accomplished through quarterly outreach events dedicated to educating the community about good mental health.

ADVOCACY



MHA of GA believes that people have a right to recovery oriented services and mental health systems that allows people to thrive in their communities. MHA of GA advocates for better models of service through the pursuit of a thoughtful legislative and legal advocacy agenda that includes fighting for basic rights that are often at risk for individuals with a mental health condition. MHA of GA advocates to advance health equity, improve quality, and help eliminate health care disparities. This is accomplished through collaboration of like-minded organizations and groups by communicating directly with decision makers at the state, county and local levels.

OUR WORK



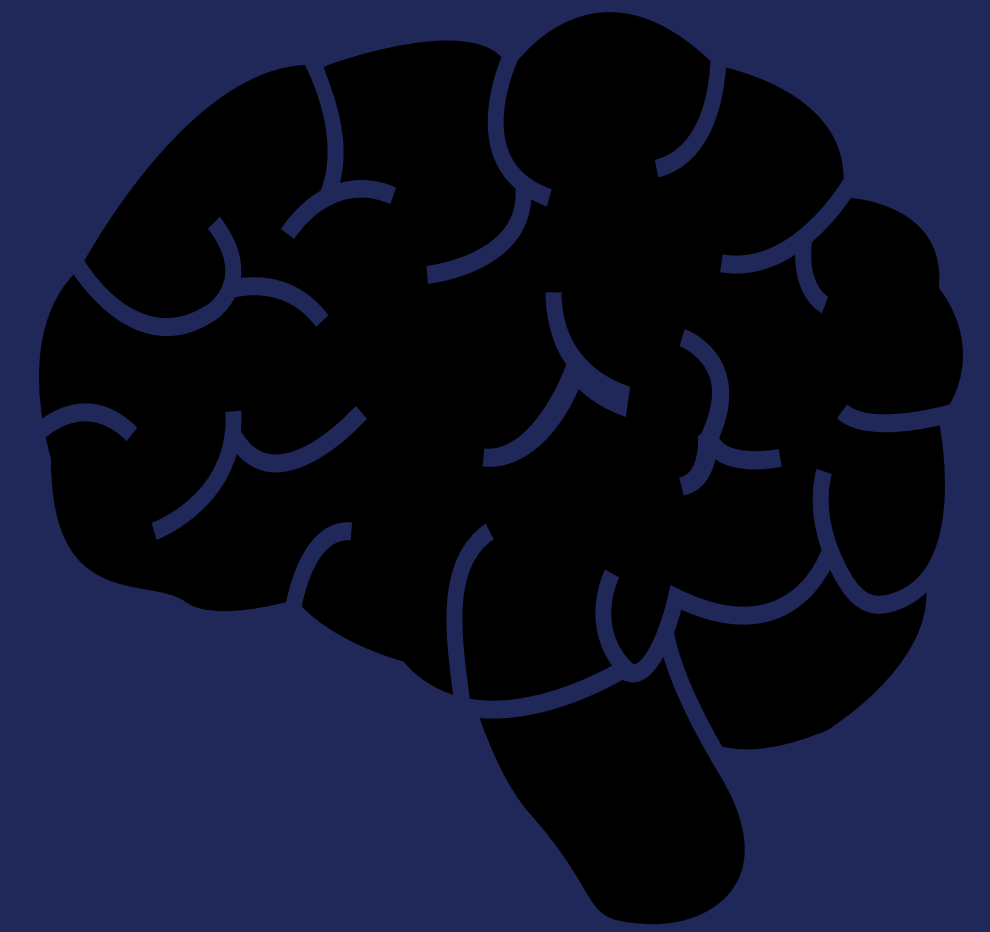
GIVING OPPORTUNITIES



- **Platinum Partner \$5,000 (\$7,000 value)**
- Fight the Stigma Casino Night Sponsor including 2 tickets to attend
- Mental Health Academy Sponsor
- Conversations & Cocktails Sponsor
- One Mental Health First Aid Training for your employees or facility of your choice
- One O.W.L. seminar for employees and/or facility of your choice
- Invitation to Private Appreciation Reception
- Slot to receive CEU's at Mental Health Academy
- One Guest Article/Highlight in Fundamental Matters Newsletter
- Year End Report Highlight
- Participation in the Public Policy and Advocacy Meetings during the legislative session
- Year-round advertisement on social media, website and printed materials for community events

- **Gold Partner \$2,500 (\$3,500 value)**

- Fight the Stigma Casino Night Sponsor
- Conversations & Cocktails Sponsor
- O.W.L. seminar for employees and/or facility of your choice
- Mental Health First Aid Training or Kids on the Block performance for your employees or facility of your choice
- Invitation to Private Appreciation Reception
- One slot to receive CEU's at Mental Health Academy
- Participation in the Public Policy and Advocacy Meetings during the legislative session
- Year End Report Highlight
- One Guest Article/Highlight in Fundamental Matters Newsletter

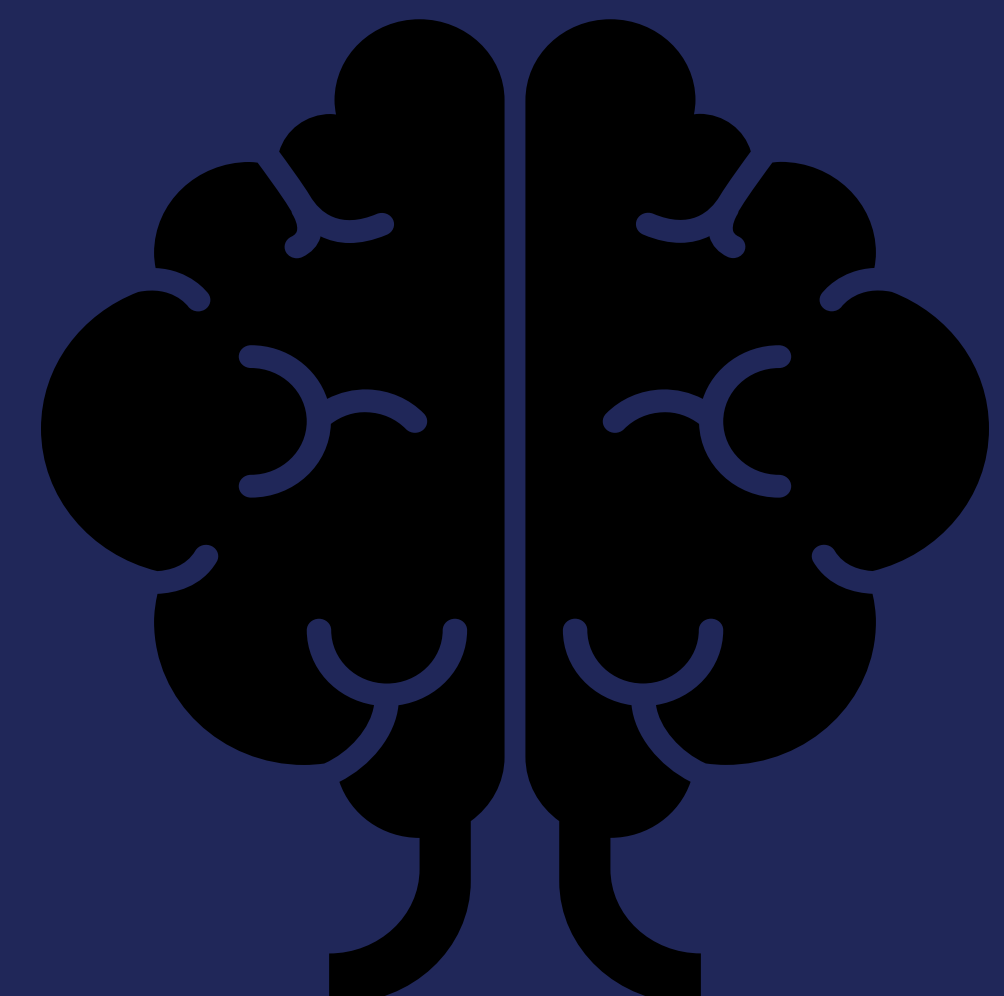


- **Silver Partner \$1,000 (\$2,500 value)**

- Fight the Stigma Casino Night Sponsor
- Invitation to Private Appreciation Reception
- Lunch and learn seminar for employees and/or facility of your choice
- One slot to receive CEU's at Mental Health Academy
- Conversations & Cocktails Invite
- One Guest Article/Highlight in Fundamental Matters Newsletter
- Year End Report Highlight

- **Bronze Partner \$500 (\$1,000 Value)**

- One slot to receive CEU's at Mental Health Academy
- Lunch and learn seminar for employees and/or facility of your choice
- Invitation to Private Appreciation Reception
- Conversations & Cocktails Invite
- Sponsor for Fundamental Matters Newsletter
- One Guest Article/Highlight in Fundamental Matters Newsletter
- Year End Report Highlight



OTHER OPPORTUNITIES

Over the next year, we will continue to work in the communities where Mental Health America of Georgia currently has a presence to deepen our impact and make sure more and more people can access the mental health resources and education they need.



Kids on the Block \$2,000

Sponsor a Kids on the Block performance for a youth facility of your choice to educate children about issues they may face in school and their community including topics about mental health, developmental disabilities, and bullying. Signage with your logo will be displayed during the event. Company will receive recognition on MHA's website and in the newsletter during the month of the event.



Mental Health First Aid \$2,000

Sponsor a Mental Health First Aid training for a healthcare, workplace, etc of your choice so that participants are prepared in the event that someone experiences a mental health crisis. The goal of Mental Health First Aid is to increase mental health literacy. Like CPR training helps a non-medical professional assist an individual following a heart attack, Mental Health First Aid training helps an individual who doesn't have clinical training assist someone experiencing a mental health crisis. In both situations, the goal is to help support an individual until appropriate professional help arrives, with the added underlying intention to promote health literacy. Signage with your logo will be displayed during the event. Company will receive recognition on MHA's website and in the newsletter during the month of the event.



Outreach, Wellness Learning (O.W.L.) \$250

Outreach Wellness Learning (O.W.L.) is an innovative education program model that will address the stigma associated with mental illness and the prevalence across the state of Georgia. OWL seminars will teach individuals about mental health and wellness by recognizing signs and symptoms of mental illness, effective strategies to gain and/or maintain good mental health and ways to reduce the stigma associated with mental illness to increase help seeking behaviors. Seminars are between 60-90 minutes to understand general mental health, suicide prevention, stress, wellness, and recovery.

OTHER OPPORTUNITIES

Over the next year, we will continue to work in the communities where Mental Health America of Georgia currently has a presence to deepen our impact and make sure more and more people can access the mental health resources and education they need.



Mental Health Academy \$1,000

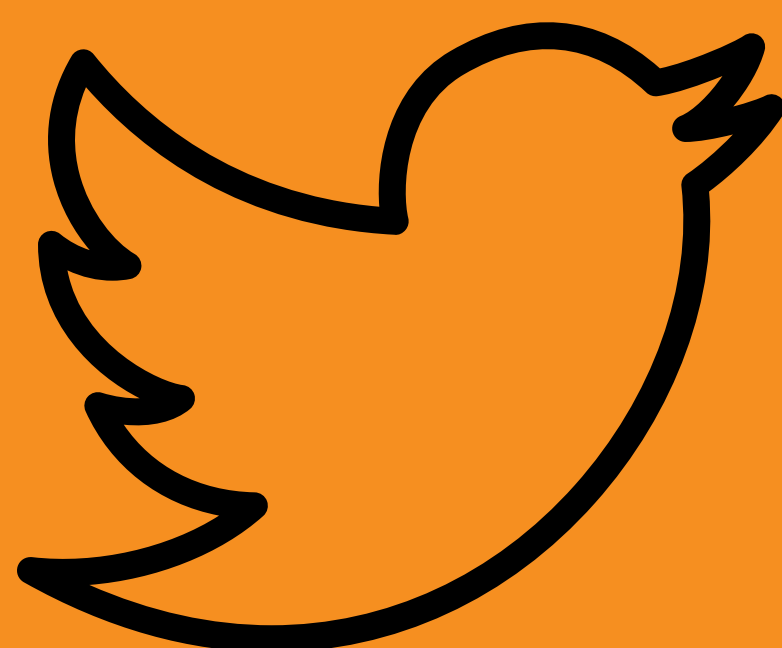
Sponsor community members to attend the Mental Health Academy. The goal of Mental Health Academy is to provide on-going educational opportunities for professional indirectly working with individuals with mental health challenges as well as community members seeking a greater understanding of mental health and wellness. The development of a mental health workforce requires the coordination of multiple professional and non-professional disciplines. Teamwork is a basic competency that is utilized cross agency and professions. The Academy seeks to provide affordable workshops in the many communities across Georgia to build literacy to create cross system coordination for all Georgians. We also seek to eliminate stigma associated with mental illness. Signage with your logo will be displayed during the classes throughout the year. Company will receive recognition on MHA's website and in the newsletter during the months of the event.



Fundamental Matters or Literature \$500

Sponsor the newsletter and include a guest article sent to a listserv of 7,000+ subscribers.

Connect With Us



mhaofgeorgia



mhaofga



mhaofgeorgia

Programs & Services

Advocacy and Public Policy: MHAG is recognized as a leader in mental health advocacy and often acts as a resource for Georgia legislators, state organizations and communities. Advocacy and Public policy initiatives are focused on equitable mental health care for vulnerable and low resource populations as well as system transformation to integrate mental health care with physical health care to treat the whole person. MHA of GA promotes the development of and advocacy for mental health policies that anticipate the mental health needs of Georgians.



Project Healthy Moms: A Maternal Mental Health program to increase awareness, identification, treatment, and support of perinatal mood and anxiety disorders (PMAD) such as pre- and postpartum depression or anxiety in Georgia, while also reducing the stigma associated with them. This is achieved through educational seminars for rising professionals/practitioners in the field, provider toolkits that facilitate the dissemination of perinatal depression screening and educational materials, provider training regarding screening and treatment, and resource linkages. PHM also trains mom to facilitate PMAD support groups for other moms in their community.

Mental Health First Aid: In collaboration with the State of Georgia and other agencies, MHA of Georgia offers Mental Health First Aid (MHFA) for Adult, Youth and Public Safety. MHFA is an 8-hour training program that improves the mental health knowledge and skills of Georgians in responding to early-stage mental illnesses and mental health crises. The training program introduces participants to the unique risk factors and warning signs of mental health problems, builds understanding of the importance of early intervention, and most importantly, teaches individuals how to help individuals in crisis or experiencing a mental health or substance use challenge.



Mental Health Academy is a continuing education and literacy program for professionals and the community to learn more about mental health and co-occurring substance abuse disorders. Mental Health America of Georgia (MHA of GA) strives to educate professionals and the public alike in all areas of mental health and wellness. They will do this by scheduling workshops monthly in regions around the state. The workshops will be affordable and provide credits to specified professionals seeking continuing education for licensure. The courses will vary and cover a wide variety of mental health topics ranging from treatment techniques to communication skills. The workshops will be taught by multiple facilitators, such as MHAG staff, other professionals within our community and highly trained specialists as each course warrants. The goal of Mental Health Academy is to provide on-going educational opportunities for professionals indirectly working with individuals with mental health challenges as well as community members seeking a greater understanding of mental health and wellness. As the Academy moves forward, our aim is to offer family workshops at no charge to provide mental health education to all Georgians. MHA of GA would like to end the stigma that surrounds mental illness in Georgia and that begins with education.

My Life is a Gift (MLG) Program: Support Services for Survivors of Suicide Attempt. The MLG program incorporates three prominent suicide prevention strategies into a single program, combining (1) Curriculum to Raise Awareness and Provide Education on Suicide, (2) Psychoeducation for Caregivers to monitor on-going signs/symptoms and (3) Continuing Professional Development for direct care workers on suicide prevention. MLG will facilitate Support Groups for Attempt Survivor and modify the groups to include youth beginning at 16 years of age. The program will host awareness activities for high schools, colleges and universities to disseminate information packets regarding suicide prevention, risk factors and resources to students as they transition into adulthood as well as their caregivers. Caregiver education classes will be provided to educate families about suicidal ideation and effective strategies in symptom reduction.



Programs & Services

Kids on the Block: A puppet troupe which utilizes multicultural, life-sized puppets that perform copyrighted scripts on mental health topics to promote mental wellness and stigma reduction for children, their families, and caregivers. This educational prevention program celebrates mental, physical, and cultural differences and one of few prevention programs that teach problem-solving and coping skills that is entertaining for youth 3-12 years of age.



O.W.L. Outreach Wellness Learning. A rotating schedule of speakers and topics, this classroom style presentation is informal and interactive, encouraging dialogue from all participants. This 60-90 minute seminar may be facilitated at an organization, church, school or community center. Topics include Understanding Mental Health, Responding to a Mental Health Crisis, Self-Care: Increase Productivity, Mental Wellness in the Workplace, Recovery is possible: Caretaker 101, Self-Medication: Harmful or Helpful, Navigating the Behavioral Health System, Mental Health and Faith. Customized seminars are available with consultation.

Annual Events



The Fight the Stigma Casino Night is held annually. Each year MHA of GA identifies an innovative leader of mental health and wellness. The event features authentic casino games, a buffet style dinner, and dancing. This event provides fake money on real gambling tables for a night of live dancing and warm stories of mental health and wellness.

The private Donor Appreciation Reception is hosted for the tremendous support of our donors and partners throughout the year. During the reception, MHA presents its annual report as well as discuss the direction the organization is heading.



The Conversations & Cocktails Reception highlights Mental Health America of Georgia's accomplishments throughout the year. While also benefiting Georgia's homeless communities through the collection of various donations.

Fight the Stigma Casino Night



Saturday, May 4, 2019
6:00 - 10:00PM
Crowne Plaza Midtown

Mental Health America of Georgia is hosting its third annual casino night and reception spotlighting our work in early intervention and crisis prevention through our maternal, youth, and adult programs. On Saturday, May 4, 2019, we will be returning with our Casino Night: Fight the Stigma event, featuring authentic casino games, a luxury auction, a DJ, dancefloor and a buffet-style dinner with an open bar. This year, the event will be held at the Sky Room in the Crowne Plaza Midtown. Located on the 25th floor with floor to ceiling windows, the **Sky Room** offers breathtaking, one of a kind views. Set your sights high, **25 stories high**, to the SKY Room, where the sky's the limit.

Individual Tickets: \$150

- (1) One Ticket to Casino Night
- Casino game funny money

Program Advertisement Opportunities and Dimensions:

Full Page (\$500) - 8" high x 5" wide

Half Page (\$250) - 4" high x 5" wide

Quarter Page (\$150) - 4" high x 2.5" wide

Card Shark Sponsor: \$500

- Listed as Card Shark sponsor on all promotional materials, signage, website, and social media
- Logo featured on projected screen at event
- (2) Two Tickets to Casino Night
- Casino game funny money for each guest
- End of Year Report Highlight

Casino Game Table Sponsor \$750 (Only 10 available)

- Listed as Game Table sponsor on all promotional materials, signage, website, newsletter, and social media
- Logo featured on projected screen at event
- Logo/Name listed on casino gaming table
- (2) Tickets to Casino Night
- Casino game money for each guest
- End of Year Report Highlight

Royal Flush Sponsor: \$1,000

- Listed as Royal Flush sponsor on all event promotional materials, signage, website, and social media
- Logo featured on projected screen at event
- (4) Four Tickets to Casino Night
- Casino game funny money for each guest
- End of Year Report Highlight

High Roller Sponsor: \$2,500

- Listed as High Roller sponsor on all promotional materials, signage, website, newsletter, and social media
- Logo featured on projected screen at event
- (6) Six Tickets to Casino Night
- Casino Game funny money for each guest
- End of Year Report Highlight
- (1) Seats on MHA of GA's Advocacy Committee

Monte Carlo Sponsor: \$5,000

- Listed as Monte Carlo sponsor on all event promotional materials, signage, website, newsletter, and social media
- Logo featured on projected screen at event
- (10) Ten Tickets to Casino Night
- Casino Game Funny money for each guest
- End of Year Report Highlight
- (2) Seats on MHA of GA's Advocacy Committee

Presenting Sponsor: \$10,000

- Corporate Name in title of event
- Listed as Presenting Sponsor on all event promotional materials, signage, website, newsletter and social media
- Exclusive event sponsorship signage
- Opportunity to speak during event program
- Exclusive event recognition during program
- Your logo exclusively printed on Casino Game Funny Money
- Logo/Name on registration table
- (2) Tables for seated dinner
- (20) Twenty Tickets to Casino Night
- Casino Game funny money for each guest
- End of Year Report Highlight
- (3) Seats on MHA of GA's Advocacy Committee

Conversations & Cocktails



Thursday, December 6, 2019

6:00 - 10:00PM

Nelson Mullins Law Firm @ Atlantic Station

Mental Health America of Georgia is hosting its second annual end of year reception spotlighting our work in early intervention and crisis prevention through our maternal, youth, and adult programs. On Thursday, December 6, 2019, we will be returning with our Conversations & Cocktails where guests will enjoy cocktails, hors d'oeuvres, and music while we will present our accomplishments. Guests will enjoy the beautiful view overlooking Midtown from the 18th Floor at the Nelson Mullins Law Firm in Atlantic Station. During this event each year, we collect items to benefit Georgia's homeless communities. This year we will be collecting toiletries which may include soap, shampoo, toothpaste/tooth brush, sanitary pads, wipes, and much more.

Platinum: \$2,500

- Company recognized as Presenting sponsor on all marketing materials including name and logo
 - Exclusive recognition at the event with option to say a few words
 - Exclusive Vendor Booth
- (2) Seats on MHA of GA's Advocacy Committee
 - Private Donor Appreciation Reception Invite
- Online event recognition including a 7000+ listserv, Facebook, Twitter, and Instagram
 - End of Year Report Highlight

Gold: \$1,000

- Company recognized as Gold sponsor on all marketing materials including name and logo
 - Company recognition at the event
- (1) Seat on MHA of GA's Advocacy Committee
 - Private Donor Appreciation Reception Invite
- Online event recognition including a 7000+ listserv, Facebook, Twitter, and Instagram
 - End of Year Report Highlight

Silver: \$500

- Company recognized as Silver sponsor on all marketing materials including name and logo
 - Private Donor Appreciation Reception Invite
- Online event recognition including a 7000+ listserv, Facebook, Twitter, and Instagram
 - End of Year Report Highlight

Bronze: \$250

- Company recognized as Bronze sponsor on all marketing materials including name and logo
 - Online event recognition including a 7000+ listserv, Facebook, Twitter, and Instagram

Planned Giving



With a planned gift to Mental Health America of Georgia, you can combine your desire to give to charity with your overall financial, tax, and estate planning goals. Planned giving gives you a special connection with us. You will help those touched by mental health — for now and for years to come. Contact our Community Outreach Team today.

In-Kind Opportunities



For in-kind sponsorship opportunities (such as signage providers, AV companies, printers, promotional product companies, etc.) you will be asked to outline the goods/services to be donated and their estimated value. The estimated value must meet one of the sponsorship giving levels as outlined above.

Sponsorship Form

Please Circle One: Platinum Gold Silver Bronze Kids on the Block

Mental Health First Aid O.W.L. Mental Health Academy Fundamental Matters

Casino Night: _____ Cocktails & Conversation: _____

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Phone Number: _____ Fax Number: _____

Email: _____

Payment:

- ☐ Please Invoice Me
☐ Check Enclosed (Please make check payable to Mental Health America of Georgia)
☐ Please Charge my Credit Card

Please circle one: VISA MASTERCARD AMEX DISCOVER

Card Number: _____

Address: _____

City: _____ State: _____ ZipCode: _____

Expiration Date: _____ Security Code: _____

You can make your secure payment online at www.mhageorgia.org

Get In Touch With Us



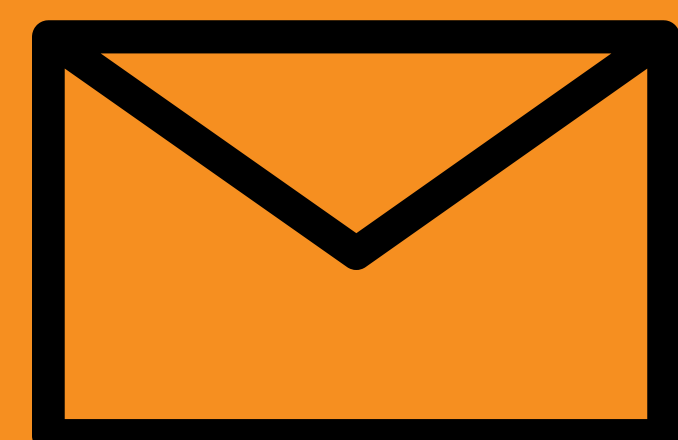
(770) 741 - 1481



www.mhageorgia.org



2250 North Druid Hills Ne,
Suite 275
Atlanta, GA 30329



taimere@mhageorgia.org