



Howard Center will be hosting its third annual community-wide celebration of World Mental Health Day (WMHD). This year's theme is "Bringing it Home." WMHD is on 10.10.22 and it's an opportunity for community education and engagement to raise awareness, reduce stigma, fundraise, and connect to the global movement to ensure our communities have access to mental health supports when needed.

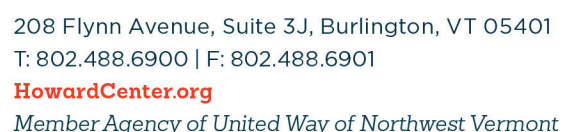
- a national speaker
- a media campaign that can be shared throughout the community with facts and stats, educational shorts, and ways to access support and services
- resources for individuals, businesses, and organizations
- opportunities for community engagement

[illegible]

Best,

Brigett Weinstein  
Annual Fund and Events Manager

**We are pleased to announce that two of our long-time donors, committed to supporting mental health in our community, are generously matching all new donor gifts as well as renewing donors who increase their giving in recognition of World Mental Health Day, dollar-for-dollar, up to \$25,000. We are excited to see the impact their support can have in our work.**



| Sponsor Benefits  | Champion<br>(\$5,000) | Advocate<br>(\$2,500) | Booster<br>(\$1,500) | Supporter<br>(\$750) | Ally<br>(\$500) |
|---|-----------------------|-----------------------|----------------------|----------------------|-----------------|
| Mention at start of our event   | Ⓜ                     |                       |                      |                      |                 |
| Opportunity to include a slide in video display as participants arrive                            | Ⓜ                     |                       |                      |                      |                 |
| Solo post/tag on Twitter, Facebook, and Instagram   | Ⓜ                     |                       |                      |                      |                 |
| Mention with logo in print ads  | Ⓜ                     | Ⓜ                     |                      |                      |                 |
| Company logo on informational downloads/handouts  | Ⓜ                     | Ⓜ                     |                      |                      |                 |
| Company logo on event registration page   | Ⓜ                     | Ⓜ                     | Ⓜ                    |                      |                 |
| Company logo on video displays  | Ⓜ                     | Ⓜ                     | Ⓜ                    |                      |                 |
| Mention on Facebook event page with tag   | Ⓜ                     | Ⓜ                     | Ⓜ                    | Ⓜ                    |                 |
| Company logo or name (Ally level) on event poster distributed widely throughout Chittenden County | Ⓜ                     | Ⓜ                     | Ⓜ                    | Ⓜ                    | Ⓜ               |
| Company logo or name (Ally level) on Howard Center web page                                       | Ⓜ                     | Ⓜ                     | Ⓜ                    | Ⓜ                    | Ⓜ               |
| Mention and logo or name (Ally level) in Howard Center e-news to approximately 5,000 emails       | Ⓜ                     | Ⓜ                     | Ⓜ                    | Ⓜ                    | Ⓜ               |



### **“Unite for Change” for small businesses and restaurants:**

We know this year has been challenging for our local small businesses and restaurants. Here are some ways you can support the event and have your small business promoted. Choose one or all of these options:

- Ask your customers to “round up” at the register or “round up” their guest check
- Donate a percentage of sales on 10.10.22 or throughout October in support of Howard Center’s work
- Make a donation in support of World Mental Health Day to Howard Center
- Become an event sponsor in support of Howard Center
- Promote this important event through your social media networks and tag @HowardCenterVT.

We will provide posters for your business, a link to your business on our website, and promotion via social media.



**HOWARD  
CENTER**  
Help is here.

## World Mental Health Day Event

October 2022

### SPONSORSHIP FORM

Sponsor Organization/Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Yes, I want to be a sponsor! Please select Sponsorship Level:

- ☐ Champion \$5,000
- ☐ Advocate \$2,500
- ☐ Booster \$1,500
- ☐ Supporter \$750
- ☐ Ally \$500 (small business rate)

Please scan and return with your high resolution logos in .jpg format, along with .eps or .ai format. Send to Brigett Weinstein at [bweinstein@howardcenter.org](mailto:bweinstein@howardcenter.org). Questions? Call 802-735-7494.

Make checks payable to Howard Center and mail to Howard Center Inc., CL200211, PO Box 1307, Williston, VT 05495-1307. Or you can pay online at [www.howardcenter.org](http://www.howardcenter.org). If you have any questions on sponsorship payment, please contact Brigett Weinstein at [bweinstein@howardcenter.org](mailto:bweinstein@howardcenter.org).



208 Flynn Avenue, Suite 3J, Burlington, VT 05401  
T: 802.488.6900 | F: 802.488.6901

[HowardCenter.org](http://HowardCenter.org)

Member Agency of United Way of Northwest Vermont