

# Lift the Mask

Encouraging Open Conversations about Mental Health

*In celebration of Mental Health Minnesota's  
85 years of service*

Thursday, November 14, 2024 - 5:30 PM to 8 PM

Lumber Exchange Event Center  
Minneapolis, Minnesota



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## About Mental Health Minnesota

Mental Health Minnesota was founded in 1939, and was the state's first mental health education and advocacy organization. We are a statewide affiliate of Mental Health America, and proudly work to engage and bring forward the voice of lived mental health experience in our work.

Mental Health Minnesota provides mental health information, resources, education, screenings, peer support and crisis response. We take a #B4Stage4 approach to mental health, providing upstream services that help people avoid mental health crisis, emergencies and hospitalization.

We believe strongly in the importance of access to mental health support and resources for everyone....that's why all of our services are anonymous, confidential and free of charge. Because we all need a little help sometimes, and Mental Health Minnesota is here for Minnesota.

## About Our "Lift the Mask" Event

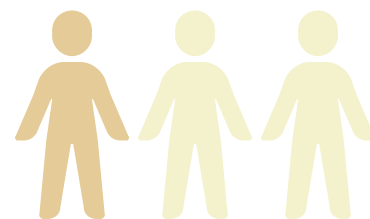
Mental Health Minnesota's "Lift the Mask" event will celebrate our 85 years of service, as well as encourage open conversations about mental health. The event will be held on Thursday, November 14, from 5:30 to 8:00 PM at the Lumber Exchange Event Center in Minneapolis.

The event is a reception featuring hors d'oeuvres, a cash bar, silent auction, fundraising games and activities, a cupcake bar fundraiser, photo booth and speaking program.

A highlight of the evening will be an activity where attendees can write on their own masks and post them anonymously on a wall display.

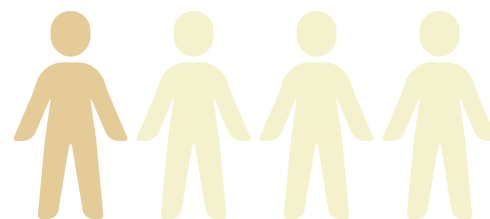
# 1 in 3

people experience loneliness on a regular basis.



# 1 in 4

people will experience a mental health condition at some point in their lives.



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## Event Sponsorship Opportunities

### *Premier Event Sponsorship Opportunities*

#### **Platinum Sponsorship - \$5,000**

- Eight tickets to event, as well as reserved seating
- Opportunity to sponsor Mask Activity, Photo Booth, Champagne Toast or Cupcake Bar Fundraiser
- Recognition as a Platinum Sponsor with name and logo prominently placed in event slideshow, program and printed materials, as well as recognition of sponsored activity/item
- Highlighted as Platinum Event Sponsor with name and logo on organizational website and social media, with cross-promotion opportunities to increase traffic to sponsor website and social media
- Promotion of sponsor website directly to attendees via email before, during and after event
- Recognition as a Platinum Sponsor before and after the event in organizational e-newsletter, with more than 2,000 recipients and a consistent 50%+ open rate.

#### **Gold Sponsorship - \$2,500**

- Six tickets to event, as well as reserved seating
- Opportunity to sponsor Fundraising Game or Activity
- Recognition as a Gold Sponsor with name and logo prominently placed in event slideshow, program and printed materials, as well as recognition of sponsored game/activity
- Highlighted as Gold Event Sponsor with name and logo on organizational website and social media, with cross-promotion opportunities to increase traffic to sponsor website and social media
- Promotion of sponsor website directly to attendees via email before, during and after event
- Recognition as a Gold Sponsor before and after the event in organizational e-newsletter, with more than 2,000 recipients and a consistent 50%+ open rate.

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## Event Sponsorship Opportunities

### *Additional Event Sponsorship Opportunities*

#### **Silver Sponsorship - \$1,000**

- Four tickets to event, as well as reserved seating
- Recognition as a Silver Sponsor with name and logo included in event slideshow, program and printed materials
- Highlighted as Silver Event Sponsor with name and logo on organizational website and social media
- Listed as sponsor in emails sent to attendees before, during and after event
- Recognition as a Silver Sponsor before and after the event in organizational e-newsletter, with more than 2,000 recipients and a consistent 50%+ open rate.

#### **Copper Sponsorship - \$500**

- Two tickets to event, as well as reserved seating
- Recognition as a Copper Sponsor with name and logo included in event slideshow, program and printed materials
- Highlighted as Copper Event Sponsor with name and logo on organizational website and social media
- Listed as sponsor in emails sent to attendees before, during and after event
- Recognition as a Copper Sponsor before and after the event in organizational e-newsletter, with more than 2,000 recipients and a consistent 50%+ open rate.

#### **Friend Sponsorship - \$250**

- Two tickets to event, as well as reserved seating
- Recognition as a sponsor in event program and printed materials
- Listed as sponsor in emails sent to attendees before, during and after event

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We hope you will join us as  
a sponsor of this event and  
a partner in our service to Minnesota.

**Contact:**

Shannah Mulvihill - Executive Director | CEO

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