An Evening of Entertainment, Conversation & Inspiration

# REVELS &

# REVELATIONS 11

# SPONSORSHIP OPPORTUNITIES



let's talk mental health

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### LETTER FROM OUR CO-FOUNDER

When my sister, nephew and I decided to become mental health advocates, our mission was to end the stigma and discrimination that, all too often, surrounds those living with mental illness. After Jessie and Calen experienced, first hand, the stigma, fear, shame and exclusion that was as challenging as their illnesses, we decided to launch a national campaign based on our journey from being a family with absolutely no vocabulary for mental illness to a family who talks about it wherever and whenever we have the chance. Mental health affects us all.

In 2010, we founded Bring Change to Mind in order to build the awareness, understanding and empathy that would inspire change and ultimately create a new culture. We aligned with world renowned scientists working to identify the causes of stigma and built programs to change attitudes and behaviors in our most influential stakeholders — youth.

BC2M developed an evidence-based high school peer-led program that is effectively changing the lives of the young people involved. With more than 12,000 students, from 520 schools, across 42 states, engaged in this program, I can confidently say that we will see a stigma-free future. The conviction and compassion of these students is inspiring — they will change the world! However, we need your help to allow more teens access to the program.

We invite you to join us as a sponsor of our 11th Annual Revels & Revelations on October 9, 2023, in New York City, where we will be presenting the Robin Williams Legacy of Laughter Award to **Ryan Reynolds**. Past honorees include Billy Crystal, Whoopi Goldberg, Ben Stiller, The Smith Family, Dan and Eugene Levy, and Melissa McCarthy.

Our Revels & Revelations celebration will entertain, enlighten, and inspire you and your guests. Your involvement will allow us to offer our high school program to more schools, continue our research and save lives. Thank you for your consideration of support. We sincerely hope you will join us in this vital work!

With gratitude,

**GLENN CLOSE** 

## **ABOUT BRING CHANGE TO MIND**



Bring Change to Mind (BC2M) is a national nonprofit co-founded by actor & advocate Glenn Close that is working to end the stigma surrounding mental illness for young people. Since its founding in 2010, BC2M has created a network of over 520 schools and 16 middle school pilot clubs in 42 states, empowering over 100,000 students and alum to take a proactive approach to their mental health and foster a diverse cultural conversation around mental health.

For a recap of our 10th Annual Revels and Revelations 2022 click here.







BRING CHANGE TO MIND WELCOMES BACK

### **REVELS & REVELATIONS**

TO NEW YORK CITY!



CITY WINERY NEW YORK 25 11TH AVE (AT 15TH ST) NEW YORK, NY 10011

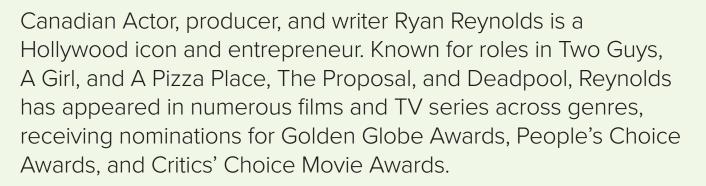
6:30PM EST COCKTAILS 7:30PM EST DINNER, PROGRAM & ENTERTAINMENT

JOIN US FOR AN EVENING OF ENTERTAINMENT, CONVERSATION, & INSPIRATION, AS WE PRESENT THE **7TH ANNUAL ROBIN WILLIAMS LEGACY OF LAUGHTER AWARD** TO:

RYAN REYNOLDS



### **ABOUT THE HONOREE**



Reynolds is an award-winning marketer, creating breakthrough campaigns for Deadpool as well as Aviation Gin, Mint Mobile, the Match Group, and more via his company Maximum Effort Marketing, which was acquired by MNTN.

He is an owner of Aviation Gin, Mint Mobile, Wrexham Football Club, Chief Creative Officer of MNTN, and a co-founder of Maximum Effort Productions. He has been recognized as one of the most creative people in business by Fast Company, Wall Street Journal, and AdWeek.





### **CHAMPION ENGAGEMENT**



### BC2M IS PROUD OF ITS INCREDIBLE CHAMPIONS FROM COAST TO COAST WHO BELIEVE IN THE MISSION AND ARE AMPLIFYING THE WORK, INCLUDING:











### **SPONSORSHIP OPPORTUNITIES**

### PRESENTING SPONSOR - \$250,000

- 2 VIP Tables (Table of 10)
- Prominent recognition and logo placement on print / digital media
  - Invitations
  - Digital Program Screens
  - Menus
  - Step and Repeats (logo size commensurate with sponsorship level)
  - Post Event Thank You
- On-stage recognition as Presenting Sponsor during program and opportunity for a representative from your company to speak on stage during the program
- Meet and Greet with Honoree and select talent
- VIP access to a private post event reception with select talent and other sponsors

- Opportunity to host a BC2M Mental Health Briefing at your organization
- Exclusive opportunity for a company-owned 30-second video to be shown at the event
- Name prominently displayed on Revels & Revelations supporter list
- Recognition for underwriting 55 High School Clubs for one year
- Dedicated mention in BC2M e-newsletter and on BC2M socials
- Prominent brand inclusion in event recap video
- Title sponsor for upcoming Student Summits



### **SPONSORSHIP OPPORTUNITIES**

#### PREMIER SPONSOR - \$100,000

- 1 VIP Table (Table of 10)
- Prominent recognition and logo placement on print / digital media
  - Invitations
  - Digital Program Screens
  - Menus
  - Step and Repeats (logo size commensurate with sponsorship level)
- On-stage recognition as Premier Sponsor during program
- Name on Revels & Revelations supporter list

- Photo(s) with select talent
- Recognition for underwriting 25 High School Clubs for one year
- Dedicated mention in BC2M e-newsletter and on BC2M socials
- 10 tickets to exclusive after party



### **SPONSORSHIP OPPORTUNITIES**



#### CHAMPION SPONSOR - \$50,000

- Preferred Level Seating (Table of 10)
- Recognition and logo placement on print / digital media
  - Digital Program Screens
  - Invitations
  - Menus
- On-stage recognition during program
- Name on Revels & Revelations supporter list
- Dedication mention in BC2M e-newsletter and on BC2M socials
- Recognition for underwriting 12 High School Clubs for one year

### **IMPACT SPONSOR** - \$35,000

- Best Level Seating (Table of 10)
- Recognition and logo placement on print / digital media
  - Digital Program screens
  - Menus
- On-stage recognition during program
- Name on Revels & Revelations supporter list
- Dedication mention on BC2M socials
- Recognition for underwriting 8 High School Clubs for one year

Bring Change to Mind (BC2M) is a nonprofit, tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. Your contribution is 100% tax-deductible to the fullest extent of the law. EIN: 01-0974537. BC2M provides contribution acknowledgement letters for all donations of \$100.00 and above.

### **ADDITIONAL ENGAGEMENT OPPORTUNITIES**



### UNABLE TO JOIN US? THERE ARE MANY WAYS TO SUPPORT THIS WORK.

#### \$50,000

Fund a year-long research component of BC2M that assesses the ripple effects of the club on school climate and school attitude.

#### \$35,000

Support 10 High School Clubs for an entire year in their mission to increase mental health awareness on their campus. This level includes co-branded BC2M materials for young people.

#### \$15,000

Underwrite the creation, development, printing, and distribution of intervention materials for BC2M events, clubs, summits, and promotions.

#### \$5,000

Support our Teen Advisory Board for one year.

#### THESE PROJECTS CAN BE FUNDED IN FULL OR PARTIALLY.

For additional information and to make a contribution email: pharrington@bringchange2mind.org



### **BOARD OF DIRECTORS**



Emeritus and Co-Founder **GLENN CLOSE** Co-Founder, BC2M Award-Winning Actress & Actor

Ambassadors JESSIE CLOSE Ambassador, BC2M Author & Advocate

CALEN PICK Ambassador, BC2M Artist & Advocate

### Board of Directors **NELLIE RODGERS HUDSON**

Chair, Board of Directors In-Depth Coach

HILARY HORN Vice Chair, Board of Directors

Deloitte Consulting Managing Director, Customer & Marketing MEREDITH ACKLEY Non-Profit Consultant & Philanthropist

**CHRIS CAMPBELL** Secretary, Board of Directors Executive, Entertainment & Media

**KYLE CANCHOLA** Attorney, Technology & Venture Capital

**MONALISA RAAS COMO** Treasurer, Board of Directors Financial Services Executive & Entrepreneur

NICK FORLENZA Tech Executive

**DERRICK HOLLINGS** Healthcare Executive

JACK KRAWCZYK Technology Executive

GRAINGER MARBURG

**GREG MECH** Managing Director, Caprock

KATHRYN MITCHELL RAMSTAD Past-Chair, Board of Directors President, Christen Group, LLC

HARRIS SCHWARTZBERG Founder, The Schwartzberg Companies

ZAK WILLIAMS Business Consultant & Philanthropist

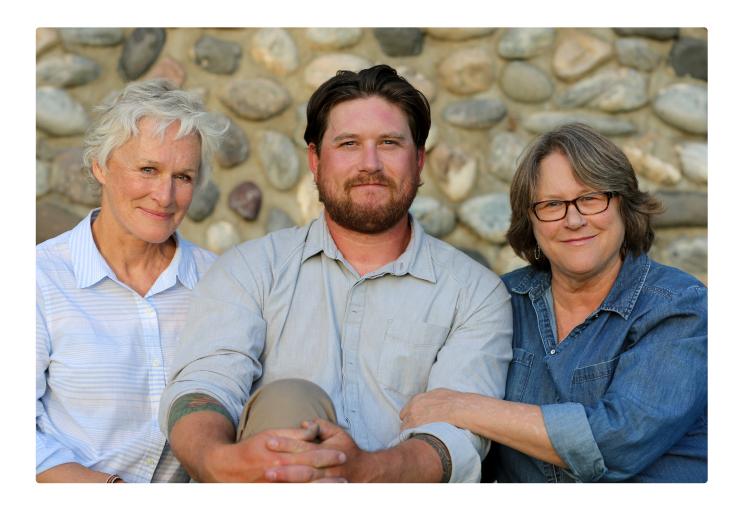
Scientific Advisory Liaisons to the Board BERNICE PESCOSOLIDO, PH.D. Director, Indiana Consortium for Mental Health Services Research, Indiana University

**STEPHEN HINSHAW, PH.D.** Department of Psychology, University of California, Berkeley



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### THANK YOU



All sponsorship and ticket opportunities provide critical support for Bring Change to Mind's mission and programs. Together we can end the stigma around mental illness.

Every individual who speaks out inspires another. And another. That's how we'll end the stigma around mental illness. That's how we'll Bring Change to Mind.

#### PAMELA HARRINGTON

Executive Director Bring Change to Mind pharrington@bringchange2mind

#### CATHERINE KIMMEL

Co-CEO The Artemis Agency catherine@theartemis.agency

CHUCK THOMAS Founder

The Thomas Group chuck@thomasgroupnyc



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