

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.](#)



ABOUT THE EVENT

BRING CHANGE TO MIND WELCOMES BACK
REVELS & REVELATIONS
TO NEW YORK CITY!

Monday, October 9, 2023

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

Canadian Actor, producer, and writer Ryan Reynolds is a Hollywood icon and entrepreneur. Known for roles in *Two Guys, A Girl, and A Pizza Place*, *The Proposal*, and *Deadpool*, Reynolds has appeared in numerous films and TV series across genres, receiving nominations for Golden Globe Awards, People's Choice Awards, and Critics' Choice Movie Awards.

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

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.

\$15,000

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

\$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.

\$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

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In-Depth Coach

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Director, Indiana Consortium for Mental Health Services
Research, Indiana University

STEPHEN HINSHAW, PH.D.

Department of Psychology, University of California, Berkeley

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

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