



Philanthropy

building a better tomorrow

2023 CORPORATE SPONSOR PACKAGES

Corporate philanthropy is an important part of any business strategy. The dollars you invest should match your goals and objectives. We offer multiple sponsorship opportunities to meet your needs. No matter which you choose, you will enjoy wonderful benefits as a corporate sponsor of Mental Health America of Northwest Indiana. Thank you for your kindness and consideration.

Legacy Building

Your investment supports generations of Northwest Indiana children, families, and adults as we work to break cyclical patterns of abuse; and eliminate stigma, neglect, and other adverse experiences that put the future of our community at risk. Your partnership will leave a legacy of positive impact and long-term well-being for the communities you serve.

Community Reinvestment

Your investment reaches every corner of Northwest Indiana, including many of our most vulnerable communities and families which would otherwise go without services to support their overall health and well-being. Over 90% of dollars invested go directly to programs and services for children and adults in need.

Brand Visibility

Your investment provides exposure to new audiences and heightened awareness of your commitment to quality of life for all Northwest Indiana residents. Our social media platforms have over 2,300 followers and our events bring hundreds of business and community leaders together, offering key recognition for your generous investment in our programs and services.



who we are

Mental Health America of Northwest Indiana has served the NWI community since 1957. We are a mental health agency with a unique focus on early intervention and prevention. Over 80% of the work we do is in homes with parents and children prenatal to age five. We work with families to build protective factors in the home that reduce and prevent instances of adverse childhood experiences to ensure a positive life trajectory for child and family. Our Bachelors and Masters level professionals provide free programs and services in homes, group settings, and schools to prevent adverse childhood experiences, reduce infant mortality, encourage socialization, strengthen families, and support and advocate for those living with mental illness or emotional challenges.



Our Mission

To transform our community through proven programs that educate, empower, and strengthen the way individuals and families function for life

Our Vision

By removing barriers limiting a person's full potential, positive mental health and well-being is achieved

Our Values

- Ensure the good faith of our stakeholders by being a responsible steward of resources
- Promote trust by emphasizing open communication and mutual respect
- Maintain a commitment to integrity through continuous quality improvement
- Provide a flexible, safe, and supportive environment in which to succeed
- Employ a collaborative approach to problem solving and decision-making
- Embrace diversity, reflecting the community we serve



sponsorship levels

EXECUTIVE SPONSOR \$7,500

Sponsorship of Mental
Health America of
Northwest Indiana, a
501(c)3 is tax deductible;
contact your tax advisor
(EIN #35-1014213)

sponsor perks

- Receive MHANWI's **Wellness Works** program provided on site at your place of business or online if preferred - includes:
 - Employee mental health survey and management presentation of results
 - One session each of **all 4 modules** (Executive Sponsor only)
 - **Suicide prevention** training for management team
- Invitation to present (1) Lunch & Learn to MHANWI staff (on site or virtual).
- Feature in (4) MHANWI eNewsletter Sponsor Spotlight.
- Logo on MHANWI Annual Report, sponsor materials, event t-shirt(s), website, and social media posts.

event perks

- Onscreen logo and verbal recognition of your organization at event(s).
- Promotional table display at any MHANWI live event.
- (3) full tables with priority seating at any live MHANWI event.
- Prominent full page/full color ad in any live event program booklet(s)

Public Health

Though planned, we cannot guarantee live events due to public health impacts; event perks are shared assuming we are able to execute in-person events; however, we thank you for any consideration of sponsorship above and beyond our ability to fulfill event perks for 2023. Please know that we will continue to find creative ways to thank and acknowledge ALL corporate sponsors throughout the year.





sponsorship levels

SIGNATURE SPONSOR \$5,000

Sponsorship of Mental
Health America of
Northwest Indiana, a
501(c)3 is tax deductible;
contact your tax advisor
(EIN #35-1014213)

sponsor perks

- Receive MHANWI's **Wellness Works** program provided on site at your place of business or online if preferred - includes:
 - Employee mental health survey and management presentation of results.
 - One session each of **3 chosen modules**.
 - **Suicide prevention** training for management team.
- Invitation to present (1) **Lunch & Learn** to MHANWI staff (on site or virtual).
- Feature in (3) MHANWI eNewsletter Sponsor Spotlight.
- Logo on MHANWI Annual Report, sponsor materials, event t-shirt(s), website, and social media posts.

event perks

- Onscreen logo and verbal recognition of your organization at event(s).
- Promotional table display at any MHANWI live event.
- (2) full tables with priority seating at any live MHANWI event.
- Full page/full color ad in any live event program booklet(s)

Public Health

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sponsorship levels

MISSION SPONSOR \$2,500

Sponsorship of Mental
Health America of
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501(c)3 is tax deductible;
contact your tax advisor
(EIN #35-1014213)

sponsor perks

- Receive MHANWI's **Wellness Works** program provided on site at your place of business or online if preferred - includes:
 - Employee mental health survey and management presentation of results.
 - One session each of **2 chosen modules**.
 - **Suicide prevention** training for management team.
- Invitation to present (1) Lunch & Learn to MHANWI staff (on site or virtual).
- Feature in (2) MHANWI eNewsletter Sponsor Spotlight.
- Name on MHANWI Annual Report, sponsor materials, event t-shirt(s), website, and social media posts.

event perks

- Onscreen logo and verbal recognition of your organization at event(s).
- Promotional table display at any MHANWI live event.
- (1) full tables with priority seating at any live MHANWI event.
- Prominent half page/full color ad in any live event program booklet(s)

Public Health

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sponsorship levels

COMMUNITY SPONSOR \$1,500

Sponsorship of Mental Health America of Northwest Indiana, a 501(c)3 is tax deductible; contact your tax advisor (EIN #35-1014213)

sponsor perks

- Receive MHANWI's **Wellness Works** program provided on site at your place of business or online if preferred - includes:
 - Employee mental health survey and management presentation of results.
 - One session each of **1 chosen modules**.
 - **Suicide prevention** training for management team.
- Feature in (1) MHANWI eNewsletter Sponsor Spotlight.
- Name on MHANWI Annual Report, sponsor materials, website, and social media posts.

event perks

- Onscreen logo display of your organization at event(s).
- (1) full table at any live MHANWI event.
- Half page/full color ad in any live event program booklet(s).

Public Health

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sponsorship levels

SUPPORT SPONSOR \$1,000

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contact your tax advisor
(EIN #35-1014213)

sponsor perks

- Name on MHANWI Annual Report, sponsor materials, website, and social media posts.

event perks

- Onscreen logo display of your organization at event(s).
- (1/2) table at any live MHANWI event.
- Quarter page/full color ad in any live event program booklet(s).

Public Health

Though planned, we cannot guarantee live events due to public health impacts; event perks are shared assuming we are able to execute in-person events; however, we thank you for any consideration of sponsorship above and beyond our ability to fulfill event perks for 2023. Please know that we will continue to find creative ways to thank and acknowledge ALL corporate sponsors throughout the year.



We believe partnerships should be mutually beneficial. Together, we can craft a sponsorship that best suits your needs and demonstrates your social values to the clients you serve. If there is something you don't see listed that is important as you make your decision, please contact us to collaborate at (219) 937-7733, x.160.

We are happy to work with you.



event tickets & advertising

Event Ticket Purchasing

Individual event tickets (including full tables) are sold for each of our live MHANWI events. Purchasing information will be shared on social media and through direct mail and/or email in advance of each event. All corporate sponsorships come with tables or tickets, please see information in each sponsorship section.

Event Advertising

Advertising in MHANWI event programs is included with all corporate sponsorships and is also available for independent purchase. Camera-ready ads must be supplied by deadline dates. If an ad is not submitted, one will be created for you, including your company logo and contact information where available. Pricing for independent advertising purchases is as follows for all event program books.

- ☐ **\$500 | Half page black and white ad (5.5"W x 4.25"H)**
- ☐ **\$250 | Quarter page black and white ad (2.75"W x 4.25"H)**

In-Kind Donations

If you have a talent or service you are willing to share, we would love to hear from you! Past in-kind donations have included photography, entertainment, graphic design, and printing. Please call us at (219) 937-7733 x160 if you are willing to donate your time and talents!

Personal Donations

If you are unable to provide a corporate sponsorship but would like to make a personal donation to Mental Health America of Northwest Indiana, we would be grateful for your support in any amount. To make a donation, please complete the last form in this packet, visit mhanwi.org and click the DONATE button on the home page, or mail a check payable to *Mental Health America of Northwest Indiana* to:

Brittany Williams
Development Manager
Mental Health America
of Northwest Indiana
5311 Hohman Avenue
Hammond, IN 46320

Thank you for your kind consideration and support.
Please complete the last page of this packet to share your commitment.

Yes! | We would like to invest in the mission of Mental Health America of Northwest Indiana.

Please complete and return this form to confirm your sponsorship or donation.

Please accept our commitment as noted on the prior page(s), along with planned payment as follows. We understand that a representative from MHANWI will be in contact with us for fulfillment of all sponsorship deliverables.

☐ A check in the amount of \$ _____ is attached or will be mailed.

☐ Please charge my VISA / MC / DISCOVER / AMERICAN EXPRESS (Circle One)

Name on Card: _____ Expiration Date: _____

Card Number: _____ 3-Digit Security Code: _____

Signature: _____

Billing Address: _____

Company Name: _____

Contact Person: _____

Email Address: _____ Phone Number: _____

Credit card payments are also accepted online at mhanwi.org.

If paying online, please also complete the company contact information of this form and return by email or mail as noted below.



**Mental Health America
of Northwest Indiana
ATTN: Brittany Williams
5311 Hohman Avenue
Hammond, IN 46320**



Email: bwilliams@mhanwi.org

Our Tax Identification Number is 35-1014213

Please make checks payable to Mental Health America of Northwest Indiana

For more information, call (219) 937-7733 x160



commitment page
please complete & return