



# 2021 ANNUAL SUPPORT OPTIONS

Serving Lake &  
Porter Counties  
[mhanwi.org](http://mhanwi.org)  
219.937.7733



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.

*Due to ongoing COVID impacts, we are unable to guarantee live events for 2021. See notes on following pages.*



# who we are

Mental Health America of Northwest Indiana has served the community for nearly 65 years. We believe that by removing barriers, positive mental health and well-being is achieved. 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.

*In response to COVID-19, MHANWI proactively moved to a virtual service environment for all programs and services in 2020 and will continue to do so as encouraged by local, state, and national guidelines for health and safety. We do so to protect our employees and the thousands of children and adults we serve each year.*



## Our Mission

To transform our community through proven programs that educate, empower, and strengthen the way 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

## PRESENTING 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*

- Opportunity to participate in Wellness Works program provided by MHANWI on site or online - includes:
  - Employee mental health survey and management presentation of results
  - One session each of **all 4 modules** (Presenting Sponsor only)
  - **Suicide prevention** training for management team
- Invitation to present (1) Lunch & Learn to MHANWI staff (on site or virtual)
- Feature in (1) MHANWI eNewsletter Sponsor Spotlight
- Lead logo on MHANWI website (sponsor page)
- Window decal showing your commitment to mental health programming in the community
- Lead listing in MHANWI Annual Report and on any sponsor materials, t-shirts, or appreciation posts on social media

### *event perks*

- Exclusive podium or video address (3-5 min) at any live or virtual MHANWI event
- Exclusive opportunity to place promo item (within size requirements) at each seat for guests at any live event
- Onscreen logo and verbal recognition of your organization at event(s)
- (3) full tables with priority seating at any live MHANWI event
- Inside front cover, full page/full color ad in any live event program booklet(s)
- Promotional table during any MHANWI live event

#### **COVID Impact**

Due to ongoing COVID impacts on events, MHANWI cannot guarantee live events for 2021; event perks are shared in case we are able to return to in-person activities, however, we thank you for any consideration of sponsorship above and beyond our ability to fulfill event perks for 2021. 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*

- Opportunity to participate in Wellness Works program provided by MHANWI on site or online - includes:
  - Employee mental health survey and management presentation of results
  - One session each of **3 chosen modules** (4 to choose from)
  - **Suicide prevention** training for management team
- Invitation to present (1) Lunch & Learn to MHANWI staff (on site or virtual)
- Feature in (1) MHANWI eNewsletter Sponsor Spotlight
- Acknowledgement on social media
- Logo listing on MHANWI website
- Window decal showing your commitment to mental health programming in the community
- Listing in MHANWI Annual Report and on any sponsor materials

### *event perks*

- Opportunity to place promo item (within size requirements) at registration tables for guest pickup
- (2) full tables with priority seating at any live MHANWI events
- Onscreen logo and verbal recognition of your organization at event(s)
- Full page/full color ad in any live event program booklet(s)
- Promotional table during any MHANWI live event

#### **COVID Impact**

Due to ongoing COVID impacts on events, MHANWI cannot guarantee live events for 2021; event perks are shared in case we are able to return to in-person activities, however, we thank you for any consideration of sponsorship above and beyond our ability to fulfill event perks for 2021. Please know that we will continue to find creative ways to thank and acknowledge ALL corporate sponsors throughout the year.







# sponsorship levels

## MISSION SPONSOR \$2,500

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

### *sponsor perks*

- Opportunity to participate in Wellness Works program provided by MHANWI on site or online - includes:
  - Employee mental health survey and management presentation of results
  - One session each of **2 chosen modules** (4 to choose from)
  - **Suicide prevention** training for management team
- Invitation to present (1) Lunch & Learn to MHANWI staff (on site or virtual)
- Feature in (1) MHANWI eNewsletter Sponsor Spotlight
- Acknowledgement on social media
- Organization name listing on MHANWI website
- Window decal showing your commitment to mental health programming in the community
- Listing in MHANWI Annual Report and on any sponsor materials

### *event perks*

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

#### **COVID Impact**

Due to ongoing COVID impacts on events, MHANWI cannot guarantee live events for 2021; event perks are shared in case we are able to return to in-person activities, however, we thank you for any consideration of sponsorship above and beyond our ability to fulfill event perks for 2021. Please know that we will continue to find creative ways to thank and acknowledge ALL corporate sponsors throughout the year.





# 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*

- Opportunity to participate in Wellness Works program provided by MHANWI on site or online - includes:
  - Employee mental health survey and management presentation of results
  - One session each of **1 chosen module** (4 to choose from)
  - **Suicide prevention** training for management team
- Organization name listing on MHANWI website
- Window decal showing your commitment to mental health programming in the community
- Acknowledgement on social media
- Listing in MHANWI Annual Report and on any sponsor materials

### *event perks*

- Onscreen logo display at event(s)
- (1) full tables with priority seating at any live MHANWI events
- Verbal recognition of your organization at event(s)
- Quarter page/full color ad in any live event program booklet(s)
- Promotional table during any MHANWI live event

#### **COVID Impact**

Due to ongoing COVID impacts on events, MHANWI cannot guarantee live events for 2021; event perks are shared in case we are able to return to in-person activities, however, we thank you for any consideration of sponsorship above and beyond our ability to fulfill event perks for 2021. Please know that we will continue to find creative ways to thank and acknowledge ALL corporate sponsors throughout the year.





# sponsorship levels

## SUPPORT SPONSOR \$750

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

### *sponsor perks*

- Organization name listing on MHANWI website
- Acknowledgement on social media
- Window decal showing your commitment to mental health programming in the community
- Listing in MHANWI Annual Report and on any sponsor materials

### *event perks*

- Onscreen logo display at event
- Listing in event program book(s)
- Recognition from stage at event
- Five (5) tickets to live event(s)

#### **COVID Impact**

Due to ongoing COVID impacts on events, MHANWI cannot guarantee live events for 2021; event perks are shared in case we are able to return to in-person activities, however, we thank you for any consideration of sponsorship above and beyond our ability to fulfill event perks for 2021. 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 for consideration at (219) 937-7733, x.160. We are happy to work with you.





# event tickets & advertising

## Event Ticket Purchasing

Individual event tickets are sold for each of our live MHANWI events and will be posted on Eventbrite in advance for sale/purchase. All corporate sponsorships come with tables or tickets, please see information in each sponsorship section.

## Event Advertising

Program advertising is included in most corporate sponsorships and is also available for independent purchase. In either case, 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 as available. Pricing for independent advertising purchases is as follows for all event program books.

- ☐ \$500 | Full page color ad (5.5"W x 8.5"H)
- ☐ \$250 | Half page color ad (5.5"W x 4.25"H)
- ☐ \$125 | Quarter page color 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, social media services, 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](http://mhanwi.org) and click the DONATE button on the home page, or mail a check payable to *Mental Health America of Northwest Indiana* to:

Richele Echols  
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! | Please complete and return this form to confirm your sponsorship or donation

We would like to invest. 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](http://mhanwi.org). If paying online, please also complete and return this form by email or mail as noted below.



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



**Email: [rechols@mhanwi.org](mailto:rechols@mhanwi.org)**

Our Tax Identification Number is 35-1014213  
Please make checks payable to MHANWI  
For more information, call (219) 937-7733 x160



**commitment page  
please complete & return**