



May 1, 2020
6:00-9:30pm
Infinity Hall • Hartford, CT

The *Art of Wellbeing* explores the infinite ways in which the arts play a powerful role in health and wellness. Each year, Mental Health Connecticut (MHC) highlights artists who channel their creative energy to better themselves and those around them.



This upcoming May, we are excited to work with **Fable The Poet** (pictured left) as we explore storytelling at the *Art of Wellbeing: Truth be Told*. As a nationally touring artist, Fable is highly noted for his work with youth; spreading mental health awareness using his personal stories to spread a much needed message: “At times, we all feel fragile. We are all paper boats entertaining the waves of life.”

Fable will be joined by graduates of MHC’s Write On! program. Through Write On!, (www.mhconn.org/writeon), participants use the power of storytelling to heal hearts and

change minds. Proceeds from this event will help support Write On! and MHC.

The *Art of Wellbeing* promises to be an exciting and inspiring evening and our success depends on your support!

“I now have a new found understanding of what love can do for our community and ourselves. It is severely overlooked and the Art of Wellbeing brought that to light.”

Attendee of *Art of Wellbeing: An Evening of Jazz, Hope, and Healing (2017)*



Write On! program participant



Event Sponsorship & Benefits

Each year, the generosity of Mental Health Connecticut's *Art of Wellbeing* sponsors makes it possible for this event to bring our statewide community together for an evening of understanding, connection, enlightenment, and entertainment. At the *Art of Wellbeing: Truth be Told*, we will explore the art of storytelling through artists with lived experience of trauma and/or mental health conditions. Help these stories come to light by becoming a sponsor in one of the following categories:

Premier Sponsor - \$20,000

The *Art of Wellbeing: Truth be Told* will be a unique event that encourages its guests and artists to interact and share their experiences as a community.

This standalone sponsor will receive prime recognition on all event materials and promotions as well as the opportunity to provide opening remarks at the event. Sponsor will be able to provide giveaways and promotional materials at the registration table for all attendees and have prime visibility of all StoryKeeper campaign promotions in 2020 (see below for campaign details). This sponsor will also receive a private Mental Health First Aid training for up to 30 of their employees and/or clients.

StoryKeeper Sponsor - \$10,000

StoryKeepers are individuals who create safe spaces for others to share their story, without judgement. Leading up the event, we will collect stories from the public and showcase them throughout the evening through various mediums. Join us as a StoryKeeper Sponsor and aid us in creating a safe environment for our community to share their personal journey with mental wellness.

These sponsors will receive recognition in all StoryKeeper materials (video, print, and digital media) throughout 2020. StoryKeeper sponsors will have the opportunity to join us on stage at the event to introduce the video to our guests. Sponsors will also receive a private Lunch and Learn workshop for up to 30 of their employees and/or clients.



Performance Sponsor - \$5,000

Fable The Poet is MHC's featured performer for this event. He is an official partner of Mental Health America (MHC's national affiliate) and has sat on panels across the country discussing the importance of discussing Mental Health awareness with our youth. He is known as a storyteller for crowd-interactive features that leave those attending enlightened and empowered. Fable will also be providing a special workshop to our Write On! artist prior to the event.

Parking Sponsor - \$2,500

Aid us in providing complimentary parking to all guests at the two parking garages onsite and receive exclusive recognition for this contribution.

Take the Pledge Sponsor - \$1,000

Leading up to and during the event, MHC will be asking the public to "Take the Pledge" to become StoryKeepers and promote safe places in their community for others to share their truth, without judgement.

Community Supporter - \$500

MHC relies on the support of its community partners across the state to keep our wellness programs going. With your support, we can continue to fund programs like Write On! at no cost to the participants.

Sponsor a Spectator - \$100

While many of our program participants enjoy attending this annual event, few are able to afford the price of a ticket. With your sponsorship, they can join us as your guest.

Please see the following grid for all additional sponsorship benefits.

While some sponsorship levels are SOLD OUT, you may still sponsor at that amount for similar benefits. For a customized benefit package, please contact Jackie Davis, Marketing and Development Coordinator at jdavis@mhconn.org.



	Premier Sponsor \$20,000	StoryKeeper Sponsor \$10,000	Performance Sponsor \$5,000	Parking Sponsor \$2,500	Pledge Sponsor \$1,000	Community Sponsor \$500
Exclusive Sponsorship: Sponsor level is exclusive	X					
Exhibit: Sponsor will be able to giveaway promotional items to attendees at the registration table of the event	X					
Public Relations: Sponsor will be featured in all press/media announcements, and in StoryKeeper campaign	X	X				
Podium Acknowledgement: Sponsor will receive verbal recognition for your contribution from one of the speakers at the event	X	X				
Publicity: Sponsor will be featured in all event advertisements	X	X			X	X
Promotions: Sponsor will be featured on event print and electronic promotions	X	X			X	X
Program book: Sponsor will receive an ad in the event program book	Full page, color ad	Full page ad			Quarter page ad	Logo listing
Tickets to event: Sponsor will receive complimentary tickets to the event	6 Guests	4 Guests			2 Guests	

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Sponsorship Agreement Form

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Sponsorship Levels

- | | |
|-------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| <input type="checkbox"/> Premier Sponsor @ \$20,000 | <input checked="" type="checkbox"/> Parking Sponsor @ \$2,500 |
| <input type="checkbox"/> StoryKeeper Sponsors @ \$10,000 | <input type="checkbox"/> Pledge Sponsors @ \$1,000 |
| <input checked="" type="checkbox"/> Performance Sponsor @ \$5,000 | <input type="checkbox"/> Community Supporters @ \$500 |
| <input type="checkbox"/> Custom Sponsorship @\$ _____ | |
| <input type="checkbox"/> Sponsor a Spectator @ \$100 x _____ (qty) = \$ _____ | |

Payment Method: Check *Please make all checks payable to "Mental Health Connecticut"*
 Credit Card (Visa, MasterCard, AMEX, Discover) Please Invoice

Card Number: _____

Expiration: _____/_____/_____ CVV: _____ Signature: _____

Please return this form with payment to:
Mental Health Connecticut
Attn: Jacquilyn Davis
61 South Main Street, Suite 100
West Hartford, CT 06107

We will contact you to finalize the details of your contribution. THANK YOU!



Art of Wellbeing: Truth be Told

Wine Pull Donation Form

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

We are seeking a total of 100 bottles of wine, ranging from \$15 - \$500 in value.

At the event, all bottles will be wrapped and guests who donate \$20 for a chance to pull, will received one mystery bottle per chance.

Everyone is a winner and all proceeds benefit Mental Health Connecticut.

**Briefly describe the wine donation you are providing for the Wine Pull in the space below.
Use a separate form for each variation you wish to donate.**

Number of Bottles: _____

Vineyard: _____

Vintage year: _____ Red / White / Sparkling (*circle one*)

Class of Wine (example - Chardonnay, Cabernet Sauvignon): _____

Est. Retail Value of each bottle: \$ _____ Total value of donation: \$ _____

Please return this form with payment to:
Mental Health Connecticut
Attn: Jacquilyn Davis
61 South Main Street, Suite 100
West Hartford, CT 06107.

We will contact you to finalize the details of your contribution. THANK YOU!



Art of Wellbeing: Truth be Told

Program Book Information for Advertisers

Ad Specifications

Program Book Dimensions 5.5" wide x 8.5" tall

Full-page cover ad, full color (inside back cover, back cover):	5" wide x 8" tall	\$750
Full-page ad, black & white (interior pages)	5" wide x 8" tall	\$500
Half-page ad, black & white	5" wide x 3.75" tall	\$250
Quarter-page ad, black & white	2.25" wide x 3.75" tall	\$175

Print-ready ads must be received on or before **April 1, 2020** in order to ensure inclusion in the program book. Please submit ads as a full-size (accurate dimensions), properly formatted, high-resolution PDF or JPG at 300 dpi.

For print-ready art submission or inquiries regarding ad placement, please email jdavis@mhconn.org or call 860-969-3282.

Please return this form with payment to: Mental Health Connecticut, Attn: Jacquilyn Davis, 61 South Main Street, Suite 100, West Hartford, CT 06107. We will contact you to finalize the details of your contribution.

Payment Method: Check *Please make all checks payable to "Mental Health Connecticut"*
 Credit Card (Visa, MasterCard, AMEX, Discover) Please Invoice

Ad Type: _____ **Value:** \$ _____

Card Number: _____

Expiration: ____/____ **CVV:** _____ **Signature:** _____

Billing Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Company: _____

Contact Name: _____

Phone: _____ **Email:** _____