



Children's Mental Health Matters Event Sponsorship Information

Join the Children's Mental Health Matters Coalition in raising awareness for children's mental health by supporting our annual *My Feelings Matter* youth art contest and community event.

Who is the Children's Mental Health Matters Coalition?

The Children's Mental Health Matters Coalition is a collaboration of Wisconsin non-profits and state entities invested in supporting children's mental health.

What is the Children's Mental Health Matters Event?

Once a year the Children's Mental Health Matters Coalition convenes to organize a poster contest for Wisconsin youth ages pre-school through high school, on the theme of *My Feelings Matter*. Adults are encouraged to use this contest and the free toolkits provided on the Coalition website to start age-appropriate conversations about mental health with the children in their lives, while participating youth are invited to explore and express their feelings through art. Contest finalists are chosen by Coalition members, and the winners are chosen by public vote. The winners, their families and the community are invited to an event held in Madison on May 4th, National Children's Mental Health Awareness Day. At this event the winning artwork is displayed, local youth provide entertainment and the importance of children's mental health awareness is promoted. The goal is for participants and attendees to leave with a stronger sense of comfort in addressing and supporting children's mental well-being.

Where is my Sponsorship Going Exactly?

The Children's Mental Health Matters Coalition does not currently have any regular funding sources to host our contest and event. We depend on sponsors like you to help make what we do possible. All of your money goes directly into buying supplies, materials, food and space needed for our contest and event. Items that may need to be funded or donated in-kind on an annual basis are:

- Prizes for contest winners
- Poster frames for the winning artwork
- The space to host the event
- Pizza for contest winners and their families
- Marketing materials costs (printing, advertisements, etc.)

Why Children's Mental Health?

According to the 2016 Wisconsin Office of Children's Mental Health Annual Report, Wisconsin's youth suicide rate is almost 40 percent higher than the national rate, and one in ten Wisconsin children qualify as having a Serious Emotional Disturbance (SED). A clear need exists to bring the discussion of children's mental health into the open and to end the stigma and silence that often surrounds this issue. Only then can children develop the coping mechanisms and support systems they need to deal with their mental well-being in a healthy, positive way. Through our contest and event, the Children's Mental Health Matters Coalition plays an active role in bringing the topic of children's mental health to light and encouraging healthy engagement on the subject of mental health amongst children and adults.



Get Involved: Opportunities for Sponsor Involvement/Support
 (We will adhere to sponsor brand and logo requirements. **Please note, sponsorship can be monetary or an in-kind donation equivalent to the cost of a particular sponsorship level).**

	Premier Sponsor (\$800 and up)	Major Sponsor (\$500-\$799)	Sponsor (\$250-\$499)
Acknowledgement and link on the Coalition webpage	X	X	X
Posts every 2 weeks on Coalition agency members' Facebook and Twitter during month of event recognizing contribution (*Weekly posts for Premier sponsors)	*X	X	X
Logo on event fliers	X	X	
Vocal mention of sponsorship at event	X	X	
Mention of sponsorship in press releases	X	X	X
Choice of winning art poster from last year (as available)	X		
Sponsor name will be listed on the event program (Premier Sponsors will also have their logos listed)	X	X	

What is the return on my investment?

Aside from increasing your brand visibility, you are tying your brand to an extremely worthy cause and making a positive difference in your community at the same time. There is a true need to raise awareness and support for the issue of children's mental health in WI. By supporting this event you are helping us put the spotlight on this need, giving children a creative outlet for their emotions, and supporting adults in initiating tough conversations with their children regarding mental health.

Questions about becoming a sponsor?

Contact: Kelly McClurg

608-443-4307

kelly@supportingfamiliesstogether.org

Thank you for your continued support in our work on behalf of Wisconsin children and families.

Sincerely,

The Children's Mental Health Matters Coalition



Children's Mental Health Matters Event Sponsorship Form

Please note, this form can also be filled out and sent in electronically on our website.

<https://wisconsinknowschildrensmentalhealthmatters.wordpress.com/2017/02/17/its-time-for-the-2017-my-feelings-matter-youth-poster-contest/>

Organization/Business Name: _____

Primary Contact: _____

Primary Contact Phone: _____

Primary Contact E-mail: _____

Desired Sponsorship Level: (Please check only one option).

Premier Sponsor (\$800 and up) Major Sponsor (\$500-\$799) Sponsor (\$250-\$499)

Please provide a brief synopsis of the purpose of your organization/business:

Please provide the link to your organization/business website:

Send completed form, along with organization/business logo (in web and print friendly formats) and any logo specifications to:

Kelly McClurg

Supporting Families Together Association

– OR –

kelly@supportingfamiliesstogether.org

700 Rayovac Dr., Ste. 6

Madison, WI 53711

Thank you for your support!