



The Anxiety &
Depression Initiative, Inc.
www.TheADl.org



SPONSORSHIP OPPORTUNITIES

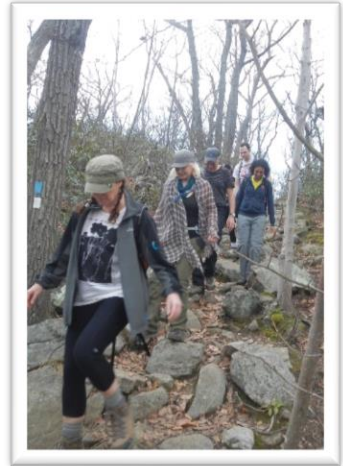
2018

Promoting and supporting the mental health benefits of physical activity.

MISSION & MISSION PRINCIPLES

MISSION

The Anxiety & Depression Initiative seeks to promote the benefits of an active and healthy lifestyle while living with anxiety, depression and related disorders, to provide general information about mental health resources and to overall help lessen the stigmas associated with anxiety, depression and related disorders.



MISSION PRINCIPLES

- ✓ Introduce an active lifestyle to individuals living with anxiety, depression and related disorders to aid in their treatment, and long-term quality of life.
- ✓ Raise awareness of the prevalence of anxiety, depression and related disorders with the goal of removing the stigma associated with these conditions.
- ✓ Provide general information about mental health resources for those individuals living with anxiety, depression and related disorders.
- ✓ Support research on the impacts and best practices of exercise on anxiety, depression and related disorders.
- ✓ Aid mental health practitioners in identifying and disseminating best practices for introducing physical activity into treatment



SPONSORSHIP OPPORTUNITIES

WHAT ARE YOU SPONSORING?

The ADI has a variety of programming to help get the word out about the mental health benefits of physical activity, especially the effects that it can have on mood and the symptoms of anxiety and depression. Much of these events are intended to



provide information to the local community, but some of these events also help to raise much needed funds to help further spread awareness and provide opportunities for physical activity to individuals living with anxiety, depression and other mental illnesses. Our local businesses and other organizations are a pivotal piece of our efforts to get the word out about our mission and in providing financial support. Sponsorship gives you a great opportunity to show the community that you value them and to communicate what your company is passionate about.

COMMUNITY ACTIVITY GROUPS & MORE...

The ADI has hosted a community activity group for the past few years, called Active Life for a Healthy Mind. This group provides a variety of activities to individuals living with mental illness to help them in finding one that they love. Getting started with physical activity can be, at best, challenging. We provide a safe and comfortable setting in which to try out a variety of activities among their peers.

Organization Reach	Count
Facebook	925
Twitter	115
Instagram	224
Newsletter	746
Community Act Group	973
<i>Total</i>	<i>2,983</i>

FB Stats	Male	Female
<i>All Ages</i>	<i>27%</i>	<i>72%</i>
<25	4%	9%
25-34	8%	19%
35-44	7%	23%
45-54	5%	14%
55+	3%	9%

ORGANIZATION SPONSORSHIPS

Participating in an organization sponsorship ensures that you will have the broadest exposure for your donation with an abundance of thank you perks. You also have the option to get better value here with a 3-year commitment.

<u>Perk</u>	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Bronze</u>
One Time Sponsorship	\$8,000	\$4,000	\$2,000	\$1,000
3 Year Sponsorship Commitment*	\$6,400	\$3,200	\$1,600	\$800
Complimentary Tickets to Gala Dinner	8 Tickets	6 Tickets	4 Tickets	2 Tickets
Advertisement in the Gala Dinner Program (Color Ad)	Prominent Full Page	Featured Full Page	Full Page	Half Page
Company Logo on ADI Webpage with Links for 12 Months	Prominent Display	Featured Display	Elevated Display	Display
Company Logo Displayed on Signage for all Events	Prominent Display	Featured Display	Elevated Display	Display
Company Logo on Gala Webpages with Links	Prominent Display	Featured Display	Elevated Display	Display
Company Logo with Links Displayed on ALHM Website	Prominent Display	Featured Display	Elevated Display	Display
Mentions in Online Communication & Social Media	Prominent Display	Featured Display	Elevated Display	Display
Display Materials at Gala Dinner Sponsor Table	Yes	Yes	Yes	Yes
Opportunities to Provide a Branded Giveaway Item at Gala	Yes	Yes	Yes	Yes

*With the fulfillment of a 3 year sponsorship commitment comes all of the above sponsorship thank you perks for 3 years.

"No one has ever become poor by giving." – Ann Frank

GALA DINNER SPONSORSHIPS

Sponsoring the ADI's Gala dinner gets you the best seat in the house for an elegant evening of entertainment and puts your company front and center among some of our most generous donors. Full sponsorships get sole credit for sponsoring each respective aspect of the evening. Half sponsors share the credit with other generous supporters.

<u>Sponsorship Opportunity</u>	<u>Level</u>	<u>Description & Sponsorship Perks*</u>
Event Sponsorship	\$800	<p>You are supporting the entire event and get:</p> <ul style="list-style-type: none"> • 2 Complementary Gala Tickets. (Additional Tickets at Reduced Price). • Company logo on all major event signage. • Prominently placed full page color advertisement in the gala program. • Featured inclusion in all promotional communications. • Mentioned throughout the evening.
Cocktail Hour Sponsor	Half = \$250 Full = \$500	<p><u>Half Sponsorship:</u></p> <ul style="list-style-type: none"> • Shared sponsorship of segment. • 2 Gala tickets at a reduced price. • Half page color advertisement in Gala program. • Event signage & public acknowledgement.
Silent Auction Sponsor	Half = \$250 Full = \$500	
Entertainment Sponsor	Half = \$250 Full = \$500	
Dessert Sponsor	Half = \$250 Full = \$500	<p><u>Full Sponsorship:</u></p> <ul style="list-style-type: none"> • Exclusive sponsorship of segment. • -1 Complementary Gala Ticket (Additional Tickets at Reduced Price) • Full page color advertisement in Gala program. • Event signage & public acknowledgement.
Centerpiece Sponsor	Full = \$500	
50/50 Sponsor	Full = \$600	
Full Table Sponsor	\$1,100	<p>Seating for 8 Guests in a premium location. You also get your company logo prominently displayed on the table and a half page color advertisement.</p>

*Sponsorship perks may be modified, or substituted, without notice and their availability can depend on how far in advance of the event the sponsorship is secured.

GALA DINNER SUPPORT

Advertisement Pricing in Gala Dinner Program: *Show your support for our organization and its mission to promote the mental health benefits of physical activity.*

- Full Page Color Ad = \$175
- Half Page Color Ad or Full-Page B & W Ad = \$100
- Half Page B & W Ad = \$75
- Quarter Page B & W Ad = \$50

See last year's program at: www.TheADI.org/Program2017

Find Out More About the Gala Dinner: *Come join us for a wonderful evening supporting a mission that we all can come together for.*

Event Info:

Date: October 19th, 2018

Time: 7:00 pm

Location: The Cosmopolitan (1377 Route 23 South, Wayne, NJ 07474)

Ticket Costs: \$100/\$125/\$150

More Information: www.TheADI.org/Gala

Don't Forget About In-Kind Donations: *If financial sponsorship is not the way, or the only way, in which you are able to invest in the ADI's mission, we also appreciate in-kind donations of goods and services that help us to further the cause.*

The following are some examples of the ways in which in-kind donations can be used:

- To offset programmatic costs for the organization.
- To benefit the participants associated with the organization.
- To offset fundraising costs for the organization.
- To be used in fundraising raffles and silent auctions.

Contact us at Donation@TheADI.org for more information.

ORGANIZATION INFORMATION

WHO WE ARE:

The Anxiety & Depression Initiative is a New Jersey based nonprofit organization incorporated in 2015, recognized by the IRS as a 501(c)(3) charitable organization.

The mission is to promote and supporting the use of an active and healthy lifestyle in the mental health community, which can have significant impacts on the reduction in the symptoms of anxiety and depression.

DONATING:

We rely entirely on the generous donations of our donors and sponsors. Without their investment in our mission, we could not provide our services to the community free of charge. Financial contributions of any amount are always appreciated, even if it does not reach the outlined sponsorship levels. Don't hesitate to reach out to us with any questions at Donation@TheADI.org.

VOLUNTEERING:

We are always in need of volunteers to help us to carry out our mission, especially this year as we focus on expansion. We have a role for anyone who is looking to make a difference, but we are especially in need of volunteers with backgrounds in mental health, physical therapy and physical training. We also need individuals who want to assist in the running of community activities. Contact us at Volunteer@TheADI.org for more information.

CONTACT US:

If you have any questions, please don't hesitate to reach out to us:

The Anxiety & Depression Initiative

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Little Falls, NJ 07424

Phone: 973-531-7134

Email: Donation@TheADI.org

Web: www.TheADI.org



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