



BRIGHT FUTURES IN MENTAL HEALTH

Capital Plaza Hotel

Frankfort, KY

May 16, 2025

11:30am - 1:30pm EST

SPONSOR PACKET

2025

Sponsorship Deadline: April 15, 2025



What is this?

Our second annual Bright Futures in Mental Health Luncheon will be celebrated on Friday, May 16, 2025, from 11:30 am-1:30 pm E.S.T. at the Capital Plaza Hotel in Frankfort, KY. We are expecting 150 guests in attendance at the celebration. The event will be recorded and shared on our social media sites including YouTube and Facebook, but will not be streamed live. Early ticket reservations are \$45 per person or \$315 for a table of 8. Early Bird Pricing ends 2/28/25.

What is Mental Health Month?

Since 1949, Mental Health America affiliates have led the national observance of “May is Mental Health Month” by reaching millions of people through the media, local events, and screenings. We welcome other organizations to join us in spreading the word that mental health is something everyone should care about by using the May is Mental Health Month toolkit materials and conducting awareness activities. For a look at previous year’s toolkits including Tools2Thrive and #4Mind4Body, please check out our website at www.mhaky.org. Of special interest are our flyers and workbook pages with information on things like Stress, Animal Companionship, Sleep, and Anger management. We distribute those flyers electronically and in print to the community mental health centers and other locations across the commonwealth.

What is Mental Health America of Kentucky?

Our organization began in 1951 as the Mental Health Association of Kentucky. MHAKY’s efforts began the shift to community mental health treatment in the 1960s and prepared Kentucky to be the first state to have a Department of Mental Health. From there, we have provided education to eradicate mental health stigma, updated providers on research and best practices, and continued to improve treatment of mental health issues throughout Kentucky. Mental Health Month is a primary education tool for us, but far from our only work!

Draft Event Agenda

11:30 AM: Registration, Lunch, Quick Opening Remarks

12:00 PM: Eric Friedlander, Kentucky Cabinet for Health and Family Services Secretary

12:30 PM: Scholarship Awards

12:45 PM: Mental Health Month Toolkit Review

1:00 PM: Send-Off

2025 Mental Health Month Kickoff Luncheon Sponsorship Opportunities	Premier \$10,000	Gold \$5,000	Silver \$2,500	Supporter \$750
Logo on presentation backdrop	X			
Logo on event promo page(s)	X			
Video on our social media account(s) offered before or after the event	5 Min	3 Min	Social Media Thank You Post	
Logo on TV, radio, print, and social media ads that run 4/15/25-5/1/25	X	Social Media and print ads only	Social Media Only	
Logo on swag bag at event	X	X	X	
Logo on website for one year on the front page	X	X	X	Name Only
Logo on 2025 Annual Report sent to donors	X	X	X	X
Logo on program for the Event	X	X	X	Name Only
Your items in swag bags for in-person participants (items to us by 5/01/25)	X	X	X	X
Reserved table of 8 at the event	X	X	X	X
Exhibit space at in-person event	X	X	X	X

Special Sponsorship Opportunity Available!

We are planning to give away as many as 6 (six) \$1,000.00 scholarships. Three will be awarded to students from rural communities, and three will not have a rural restriction. If you sponsor a scholarship, the check will be “presented by” your organization on social media coverage of the winners, in the program, live at the event, and a small plaque will be awarded in addition to the check. Cost for this is \$1,300.00 to cover cost of the plaque and picking the scholars.

Deadline to sponsor a scholarship is March 22, 2025.

Following the COVID19 pandemic, changes to our school systems, natural disasters, and so much more in Kentucky over the past several years, mental health discussions have taken center stage. We need to keep reliable information for mental wellness accessible to Kentuckians. It's time to improve our mental health system, update standards to keep up with modern technology, and provide the best access to treatment we can. We all have mental health. We need to take care of it, starting with materials like the Mental Health Month toolkit.

In 2023, Kentuckians completed over 20,000 mental health screenings. Screenings are anonymous but give us a lot of important data. We are reaching youth ages 11-24 in large numbers, closely followed by women in their thirties. We continue to reach a growing number of LGBTQ+ and BIPOC audiences via screenings and social media.

Submit sponsorship payment via credit card through our Paypal processor available on our website. Follow up with email to joni@mhaky.org to ensure sponsorship level and benefits are still available. For payment via check, send to:

Mental Health America of Kentucky
1588 Leestown Road
Ste 130 #279
Lexington KY 40511

Our EIN# is 61-0662261. A W-9 or Invoice can be obtained by reaching out to Joni Napier at joni@mhaky.org

THANK YOU for considering sponsoring the Bright Futures Luncheon.