

CELEBRATING 30 YEARS OF THE
ZARROW MENTAL HEALTH SYMPOSIUM



SPONSORSHIP EXPERIENCES

ZARROWSYMPIOSIUM.ORG

SEPTEMBER 25-27, 2024



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CONFERENCE OVERVIEW

So often a line is drawn between our physical health and our mental health, and yet our brain and our body are one. What impacts one influences the other. From the moment of conception to our final breath, everything from our genetics and family history to our age, lived experiences, and environment can play a role in our overall well-being and how we languish or thrive. As we work toward resilience, wellness and recovery, how do we address life stressors, both physical and emotional, and environmental? What have we learned about natural, systemic and community supports? And how do we as individuals, families, caregivers, organizations, and communities respond to meet the needs of those impacted by mental illness across the lifespan, as well as focus upstream on prevention?

Join us this September as we celebrate the 30th Anniversary of the Zarrow Mental Health Symposium and examine Life Stages: Mental Health Across a Lifetime. We'll explore evolutionary research, innovative programs, promising practices, creative collaborations and outside-the-box thinking to address the needs of individuals and families, as well as influence more dynamic and coordinated systems.

The conference, which historically draws over 800 participants from across the country, will again be offered in a 100% virtual format over three days. Participants will explore best practices, emerging knowledge, innovative programs, and collaborations to bring mental health treatment, systems, and support to the forefront.

SPONSOR OVERVIEW

Participating in the 30th Annual Zarrow Mental Health Symposium is a great way to build brand identity, raise awareness of your products or services, recruit employees, or foster new and long-term relationships. Your organization can utilize many virtual benefits to capture leads and engage with the Symposium audience.

If you have specific requests for your virtual exhibit space, we are ready to work with you to customize your sponsorship package and accommodate your needs. Sponsor today to be a part of the unique mix of insight, inspiration, and energy!

For more details, please contact Jessica Manion at jmanion@mhaok.org. Visit zarrowssymposium.org/sponsorships to sign up for email news and updates.

OUR ATTENDEE LANDSCAPE

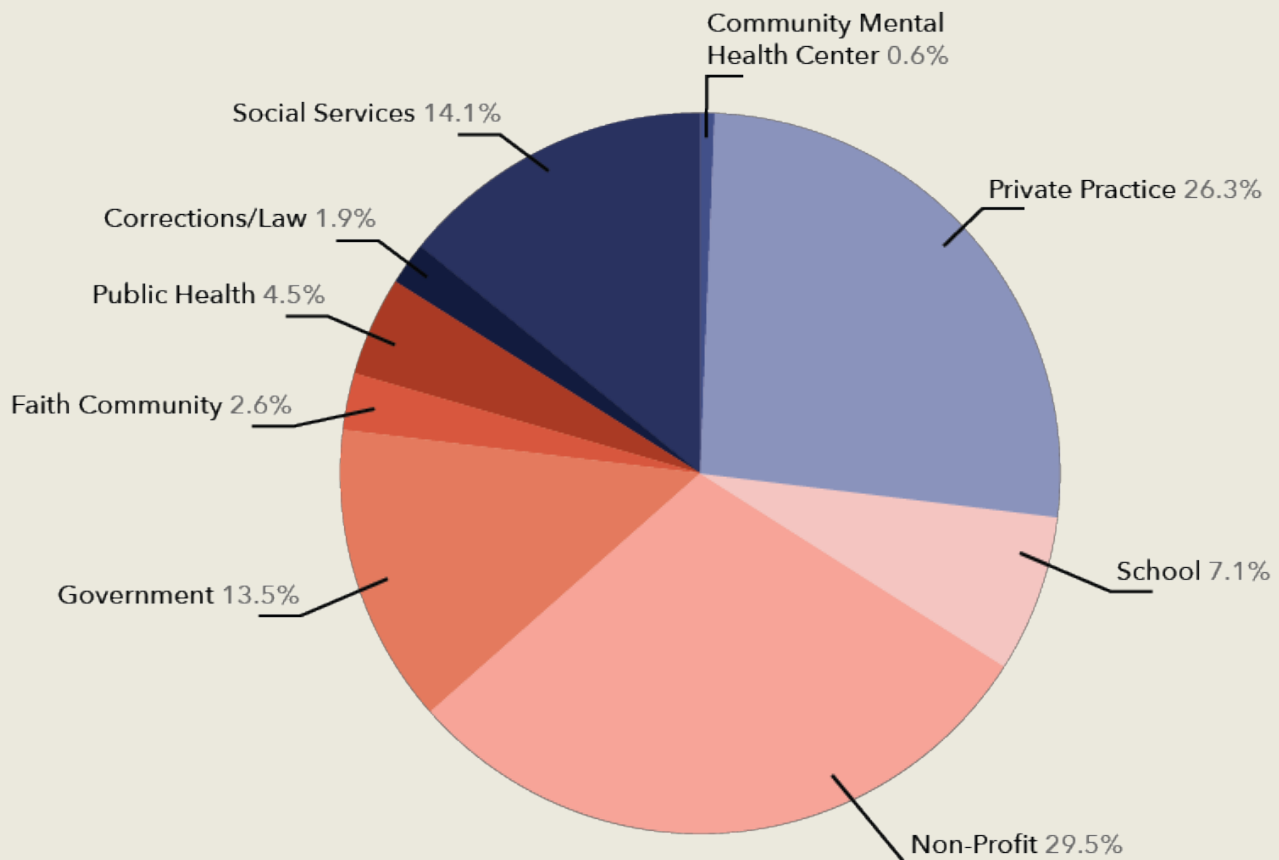
Professionals across the mental health field include social workers, psychologists, licensed professional counselors, marital and family therapists, alcohol and drug counselors, case managers, peer recovery support specialists, and advocates.

Attendees also represent a cross-section of community stakeholders such as nonprofits, healthcare, education, research, government, law enforcement, faith communities, and tribal nations, as well as individuals living with a mental illness and their family members.

The Symposium will offer you a unique opportunity to interact with professionals, including:

- Clinicians
- Service Providers
- Advocates
- Educators
- Law Enforcement
- Policy Makers
- Outreach Workers
- Funders
- City Planners
- Healthcare Providers
- And More

ATTENDEES BY DISCIPLINE



VIRTUAL SPONSORSHIP EXPERIENCE

The virtual sponsorship experience features base packages and customizable add-ons.

After selecting a sponsorship level, review the add-ons list to select which sponsorship feature is most valuable to your organization. You can choose multiple of the same add-on. For example, if your organization wants to be mentioned twice on the Mental Health Download podcast, you can use two add-ons for that benefit.

Download the sponsorship form at zarrowsymposium.org/sponsorshipform, select your sponsorship + add-ons, and email it to jmanion@mhaok.org.

ADD-ONS

- Pre-session countdown listing
- One additional registration
- Logo in rolling banner on mobile app* (limited to 5 sponsors for the event)
- Logo in rolling banner on web platform* (limited to 5 sponsors for the event)
- Featured in social media
- Choice of pre-roll or mid-roll mention in 1 episode of the Mental Health Download Podcast
- Sponsor a block of breakout sessions (limited to 9 sponsors for the event)
- Promoted ad on the virtual platform (limited to 6 sponsors for the event)
- Include an item in the Passport Contest Prize

*Cannot be combined with other rolling banner add-ons.

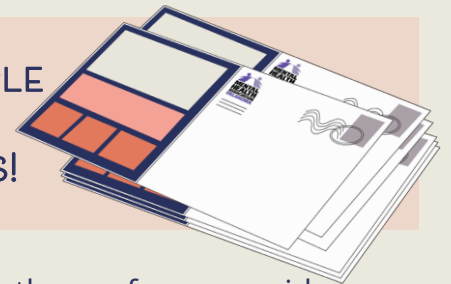
EXHIBITOR-ONLY OPPORTUNITIES - \$250

Virtual exhibitor space allows organizations to engage with Symposium attendees and the opportunity to host a live stream during breaks, multiple ways to capture leads, offer giveaways for people who engage with their booth as well as the ability to upload multimedia files, including videos, photos, and documents.

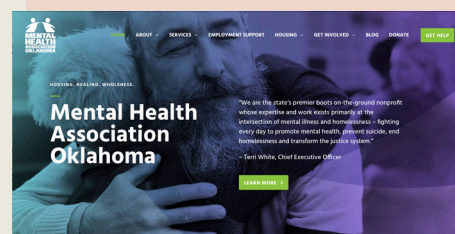
PREMIUM ADD-ONS

- Logo in rolling banner on mobile app & web platform (limited to 10 sponsors for the event)
- Pre-roll & mid-roll mention in 1 episode of the Mental Health Download Podcast (limited to 3 sponsors for the event)
- Your logo on 1 conference postcard (limited to 2 sponsors for the event)

4,500 PEOPLE
RECEIVE
POSTCARDS!



- Ad or mention in the conference guide
- Sponsor a special break (limited to 2 sponsors for the event)
- One blog post that is educational about your work in the mental health field on Mental Health Association Oklahoma's website (no product promotions)



43,600
VISITS IN
2023!

SPONSORSHIP LEVELS

PLATINUM (\$25,000)

- Listing on the conference website
- Listing on the conference virtual platform
- 8 registrations
- Virtual exhibit space
- Conference brochure listing
- Recognition before a keynote speaker
- Featured on social media once during the Symposium
- Social media announcement of sponsorship
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+5 add-ons**
- **+3 premium add-ons**

SILVER (\$5,000)

- Listing on conference website
- Listing on conference virtual platform
- 4 registrations
- Virtual exhibit space
- Social media announcement of sponsorship
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+4 add-ons**
- **+2 premium add-ons**

GOLD (\$10,000)

- Listing on conference website
- Listing on conference virtual platform
- 5 Registrations
- Virtual exhibit space
- Conference brochure listing
- Recognition before keynote speaker
- Social media announcement of sponsorship
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+5 add-ons**
- **+3 premium add-ons**

BRONZE (\$2,500)

- Listing on conference website
- Listing on conference virtual platform
- 4 registrations
- Virtual exhibit space
- Logo included in pre-conference emails that reach +7,500 mental health-related professionals and advocates
- **+3 add-ons**
- **+1 premium add-on**

COPPER (\$1,000)

- Listing on conference website
- Listing on conference virtual platform
- 2 registrations
- Virtual Exhibit Space
- **+2 add-ons**

LEARN MORE ABOUT ADD-ON OPPORTUNITIES

PRE-ROLL OR MID-ROLL MENTION ON THE MENTAL HEALTH DOWNLOAD PODCAST

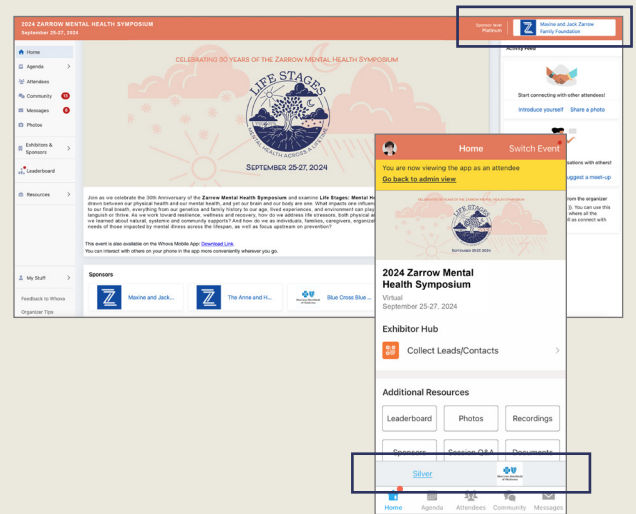
Our podcast received 6,300 listens in 2023! To be included in a Symposium-related episode, we encourage the selection of this benefit by **July 14, 2023**. The episode description will also include a link to your organization's website.

ADDITIONAL REGISTRATIONS

You can use an add-on to bring one more person on your team to the symposium.

LOGO IN WEB PLATFORM & PHONE APP ROLLING BANNER

Conference attendees will be able to engage with the event through the web platform and phone app. Showcase your logo in the rotating banners visible to attendees throughout the event and pre-and post-conference on the web platform and phone app. Attendees can access your booth directly by clicking on your logo in the banners.



FEATURED IN SOCIAL MEDIA

Choose to receive a post on our social accounts on one day of the event. Content must be provided by **September 11th** for scheduling. The post will be shared on our Twitter, Facebook, LinkedIn, and Instagram platforms. Please provide us with your handle on each platform so we can tag you! The image should be 1080x1350 pixels to provide cross-platform capabilities. You can choose a graphic design, photo, or video for your post. Your ad should also include a caption for us to include in the post. Adding your web address to the caption will allow viewers to access your site quickly.



PRE-SESSION COUNTDOWN

Be included in the pre-session countdown that will run before each session. The countdown clocks begin 5 minutes before the session begins, and the logo will be on screen several times before the start time giving attendees multiple opportunities to see your brand logo. The logo needs to be submitted by **September 3rd**.

LEARN MORE ABOUT ADD-ON OPPORTUNITIES

SPONSOR A BLOCK OF BREAKOUT SESSIONS

Before a breakout session, have the opportunity to have your logo highlighted and receive a mention during the session welcome before the presentation begins.

INCLUSION IN PASSPORT CONTEST

The three-day Symposium Passport Contest will be a fun trivia contest with big prizes. Attendees will visit virtual exhibitor booths to get clues related to a sponsor's services. This allows exhibitors to interact with attendees, drive significant brand awareness, targeted lead generation and boost conference visibility. By selecting **Passport Contest Prize add-on**, exhibitors also have the ability to provide contest prizes that will be featured in announcements and included on the community board.

WHAT SPONSOR BENEFITS AND ADD-ONS WOULD YOU LIKE TO SEE?

Have an idea, or maybe you've experienced something at another event...Let's talk!

VIRTUAL EXHIBITOR EXPERIENCE

Organizations have the opportunity to connect and engage attendees, share information about their services, offer promotions to capture leads and bring their brand to life through a virtual booth. The virtual exhibit hall is a part of the conference platform and the mobile app.

Between sessions exhibitors can offer pre-recorded videos or connect live with participants through video conference using Zoom, Google Meet and other platforms. Other ways to engage attendees include speed networking, hosting a roundtable and one-on-one meetings. The options are endless! To ensure you get the most out of your virtual exhibit booth experience, training sessions on how to navigate the platform will be offered.

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