



Newport Mental Health

# SPONSORSHIP OPPORTUNITIES

## 2024

*The mission of Newport Mental Health is to improve the lives of children, adults, and families living and working in Newport County by providing the highest quality, recovery-oriented, evidence-based and integrated mental health and substance use care.*

***"It takes a village to manage someone's struggle with mental health.  
We're fortunate to have Newport Mental Health as our village."***

*- family member of a Newport Mental Health client*

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## Did you know that **1 in 3** people currently struggles with their mental health or substance use?<sup>1</sup>

Thanks to the generosity of businesses and donors like you, residents of Newport County have access to high-quality, evidence-based behavioral health care 24 hours a day, 7 days a week, regardless of their insurance status or ability to pay. With your support, your loved ones and neighbors in Newport, Middletown, Portsmouth, Tiverton, Little Compton, and Jamestown can live happier, healthier, more productive lives.

Like you, Newport Mental Health (NMH) prioritizes the importance of family and community, making services available within the communities where our clients live. Together, we can expand our community of hope and continue to serve people of all ages, from all walks of life, through NMH's more than 30 unique programs.



**119,319**

Interactions across Newport County in 2023



**2 Days**

The average wait time to second contact after first interaction



**24 / 7**

Availability of our crisis help line



**0**

Number of clients on a waiting list



**#1 Diagnosis**

Anxiety, PTSD, or other stress disorder in clients ages 2-17



**4,311**

Rhode Island Outreach (RIO) crisis response interactions in first five months

**More than 67% of the cost of this vital, life-saving care is dependent on grant funding and donations from generous businesses and individuals like you.**

<sup>1</sup> Substance Abuse and Mental Health Services Administration. "SAMHSA Announces National Survey on Drug Use and Health (NSDUH) Results Detailing Mental Illness and Substance Use Levels in 2021." HHS.Gov, 4 Jan. 2023, [www.hhs.gov/about/news/2023/01/04/samhsa-announces-national-survey-drug-use-health-results-detailing-mental-illness-substance-use-levels-2021.html](http://www.hhs.gov/about/news/2023/01/04/samhsa-announces-national-survey-drug-use-health-results-detailing-mental-illness-substance-use-levels-2021.html).

## Sponsorships benefit you *and* your community.

Sponsorships are an investment in the people of Newport County while also promoting your business, your brand, and increasing your visibility as a philanthropic, community-minded leader.

### Drive for Mental Health

Charity Golf Tournament

June 17, 2024

The Aquidneck Club

Newport Mental Health's 9<sup>th</sup> Annual Golf Tournament will return to The Aquidneck Club in 2024. This sell-out tournament on the stunning 18-hole, links-style championship course includes lunch, cocktail hour, dinner and awards reception, plus great auction prizes.

*Learn more on the following page.*



### ROCK The Beach

Charity Gala for  
Newport Mental Health

September 19, 2024

Newport Beach House

Newport Mental Health's 10<sup>th</sup> annual fundraising gala offers the perfect balance of formal and fun at a fantastic seaside location. This sell-out event of 300 guests features live music, cocktail hour, dinner and dancing, plus live and silent auctions. Our signature fundraising event, **Rock the Beach** draws the widest media and community reach.

*Learn more on the following page.*



# Drive for Mental Health

## Charity Golf Tournament

### SPONSORSHIP OPPORTUNITIES

#### **Presenting Sponsor - \$10,000**

*Tax-deductible portion: \$7,160*

- 2 foursomes with carts, lunch and dinner
- Logo on the Save the Date and Invitation\*
- Logo at registration and on the podium
- Sponsor-named award for overall tournament winner
- 4 tee signs and 1 pin flag\*

#### **Golf Cart Sponsor - \$5,000**

*Tax-deductible portion: \$3,580*

- 1 foursome with carts, lunch and dinner
- Logo on golf carts\*
- 2 tee signs\*

#### **Lunch Sponsor - \$5,000**

*Tax-deductible portion: \$3,580*

- 1 foursome with carts, lunch and dinner
- Logo in boxed lunch and on napkins\*
- 2 tee signs\*

#### **Dinner Sponsor - \$5,000**

*Tax-deductible portion: \$3,580*

- 1 foursome with carts, lunch and dinner
- Logo at dinner tables\*
- 2 tee signs\*

#### **Beverage Sponsor - \$5,000**

*Tax-deductible portion: \$3,580*

- 1 foursome with carts, lunch and dinner
- Logo on cart beverages\*
- 2 tee signs\*

#### **Snack Shack Sponsor - \$3,500**

*Tax-deductible portion: \$2,080*

- 1 foursome with carts, lunch and dinner
- Logo at the snack shack and on cart snacks\*
- 1 tee sign\*

#### **Longest Drive Sponsor - \$3,500**

*Tax-deductible portion: \$2,080*

- 1 foursome with carts, lunch and dinner
- 2 sponsor-named awards
- 1 tee sign at the contest hole\*

#### **Closest to the Pin Sponsor - \$3,500**

*Tax-deductible portion: \$2,080*

- 1 foursome with carts, lunch and dinner
- 2 sponsor-named awards
- 1 tee sign at the contest hole\*

#### **50/50 Raffle Sponsor - \$3,500**

*Tax-deductible portion: \$2,080*

- 1 foursome with carts, lunch and dinner
- 1 sponsor-named award
- 1 tee sign at the contest hole\*

#### **Hole-In-One Sponsor - \$3,500**

*Tax-deductible portion: \$2,080*

- 1 foursome with carts, lunch and dinner
- 1 sponsor-named award
- 1 tee sign at the contest hole\*



## SPONSORSHIP OPPORTUNITIES

### **“Rock Star” Presenting Sponsor - \$15,000**

*Tax-deductible portion: \$8,400*

- 2 reserved tables for a total of 24 guests
- VIP Parking for 8 cars
- Opportunity to make brief remarks from the podium during the speaking program
- Sponsorship and logo recognition in the Gala’s video presentation
- Premier logo placement on all event promotional materials\*
- Logo on the program book cover\*
- Premier placement of a full-page color ad in the program book\*

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### **“Promoter” Sponsor - \$10,000**

*Tax-deductible portion: \$5,050*

- 1 ½ reserved tables for a total of 18 guests
- VIP Parking for 6 cars
- Recognition during the speaking program
- Sponsorship and logo recognition in the Gala’s video presentation
- Premier logo placement on all event promotional materials\*
- Premier placement of a full-page color ad in the program book\*

### **“Stage Manager” Sponsor - \$6,500**

*Tax-deductible portion: \$3,200*

- 1 reserved table for a total of 12 guests
- VIP Parking for 4 cars
- Sponsorship and logo recognition in the Gala’s video presentation
- Recognition on all event promotional materials\*
- Full-page color ad in the program book\*

### **“Roadie” Sponsor - \$4,500**

*Tax-deductible portion: \$1,200*

- 1 reserved table for a total of 12 guests
- Recognition on all event promotional materials\*
- Half-page color ad in the program book\*

### **“Fan” Sponsor - \$2,500**

*Tax-deductible portion: \$850*

- ½ reserved table for a total of 6 guests
- Recognition on day-of event signage\*
- Half-page color ad in the program book\*

### **“Song Writer” Sponsor - \$1,000**

*Tax-deductible portion: \$450*

- Reserved seating for a total of 2 guests
- Recognition on day-of event signage\*
- Half-page color ad in the program book\*

*\*Please note that some items have commitment/logo submission deadlines. Contact us for details. High-resolution logos will be requested for print materials; vector or .eps logos preferred.*

## OTHER WAYS TO SUPPORT NMH

Customize your sponsorship experience! Choose a gala table, golf foursome, pin flag, tee sign, or program book ad by itself—or add additional items to your chosen sponsorship level for a one-of-a-kind sponsorship package. Your commitment at any of the following levels allows us to help more residents of Newport County.

### Drive for Mental Health

#### **Foursome - \$2,500**

*Tax-deductible portion: \$1,080*

Purchase a foursome for the tournament.

#### **Individual Dinner Ticket - \$125**

One guest for dinner and cocktail hour only.

#### **Pin Flag - \$500**

*Tax-deductible portion: \$500*

Custom pin flag for your business. 17 available.

#### **Tee Sign - \$250**

*Tax-deductible portion: \$250*

Custom tee sign for your business.



#### **Table - \$3,100**

Purchase a table of 12 seats for the Gala.

#### **Individual Ticket - \$275**

One guest ticket for the Gala.

#### **Full Page Program Book Ad - \$500**

*Tax-deductible portion: \$500*

Full color 5.5" wide x 8.5" tall, full bleed ad.

#### **Half Page Program Book Ad - \$250**

*Tax-deductible portion: \$250*

Full color 5" wide x 3.875" tall ad.

## MEDIA REACH

Both **Rock the Beach** and **Drive for Mental Health** provide wide exposure for your business and brand through a variety of media outlets and marketing channels. Here is a sample of past media reach.

<b>Invitations &amp; Save the Dates</b>	Approximately 2,000 mailed and/or emailed
<b>Email Communications</b>	At least 4 emails per event, with a subscriber list of approx. 2,000
<b>Print Media</b>	<i>Newport Daily News</i> (19,000 readers), <i>East Bay Media</i> (Portsmouth, Tiverton, Little Compton) (54,299 readers)
<b>Digital Media</b>	East Bay Media digital (70,000 unique visitors monthly), ABC 6 Community Calendar, WPRI Event Calendar, <i>Newport Buzz</i> (250,000 monthly web visitors), <i>What's Up Newport</i> (160,000 monthly web visitors), Newport Mental Health's website and social media
<b>Radio</b>	WADK promotional ads and radio spots
<b>Publications</b>	Newport Mental Health Annual Report recognition, distributed in hard copy to key stakeholders and digitally available on our website

**Potential Sponsorship Exposure: over 500,000 people in RI and nearby MA and CT.**

Please refer to the Sponsorship Opportunities page for each event for a complete listing of benefits and media opportunities associated with each sponsorship level.



Newport Mental Health

# SPONSORSHIP COMMITMENT FORM

Company/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

***Please select from the menu of opportunities below:***

Sponsorship Type	Sponsorship Amount	Yes, I/we will sponsor at this level!
<b>Drive for Mental Health Sponsorships</b>		
Presenting Sponsor	\$10,000	
Golf Cart Sponsor	\$5,000	
Lunch Sponsor	\$5,000	
Dinner Sponsor	\$5,000	
Beverage Sponsor	\$5,000	
Snack Shack Sponsor	\$3,500	
Longest Drive Sponsor	\$3,500	
Closest to the Pin Sponsor	\$3,500	
50/50 Raffle Sponsor	\$3,500	
Hole-In-One Sponsor	\$3,500	
<b>Rock the Beach Sponsorships</b>		
“Rock Star” Presenting Sponsor	\$15,000	
“Promoter” Sponsor	\$10,000	
“Stage Manager” Sponsor	\$6,500	
“Roadie” Sponsor	\$4,500	
“Fan” Sponsor	\$2,500	
“Song Writer” Sponsor	\$1,000	

**Total Amount Due:** \_\_\_\_\_

*Please turn over to complete.*

Please select from the menu of opportunities below:

Sponsorship Type	Sponsorship Amount	Quantity	Total Amount (Quantity x Sponsorship Amount)
<b>Drive for Mental Health Sponsorships</b>			
Foursome	\$2,500		
Individual Dinner Ticket	\$125		
Pin Flag	\$500		
Tee Sign	\$250		
<b>Rock the Beach Sponsorships</b>			
Table (12 seats)	\$3,100		
Individual Ticket	\$275		
Full Page Ad	\$500		
Half Page Ad	\$250		

**Total Amount Due:** \_\_\_\_\_

### Payment Options:

**Total amount due from both sides of the form:** \_\_\_\_\_

Check enclosed made payable to "Newport Mental Health"

Please send me an invoice.

by mail

by email

Please charge the credit card listed below:

Card type:  AmEx  Visa  Discover  MasterCard

Name on the card: \_\_\_\_\_ Expiration: \_\_\_\_\_

Card #: \_\_\_\_\_ CVV: \_\_\_\_\_

### Other Support Options:

Newport Mental Health is also looking for silent and live auction items for both events. Does your company have tickets to a sports game, theater event, or concert; a time share; a unique experience; or other special item that you'd like to donate to the auction?

Yes, please contact me about donating to the auction.

No, not at this time.

### Return completed forms to:

Newport Mental Health, Office of Philanthropy, 127 Johnny Cake Hill Road, Middletown, RI 02842

**Questions? Our team is happy to discuss sponsorship options with you.**  
Please contact Susan Piacenti at 401-600-4858 or [spiacenti@newportmh.org](mailto:spiacenti@newportmh.org)