

2025

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**MENTAL HEALTH  
COLORADO**

**Sponsorship  
Opportunities**

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# MISSION & IMPACT

At Mental Health Colorado, we embrace a collaborative approach that encourages caring community partners to demonstrate their commitment to improving our state's health landscape by informing and funding efforts to pass laws, change practices, and build a movement to promote healthier minds across the lifespan for all Coloradans. Your partnership plays a critical role in this mission.

## PASSING LAWS

The heart of our work lies in the voices of our statewide, grassroots network of 2,000 advocates with lived/living experience of being consumers and providers of care, supports and services - the Brain Wave. It is our mission to ensure these voices are prioritized, and that every action we take at the Capitol is informed by those most affected by certain policy changes.

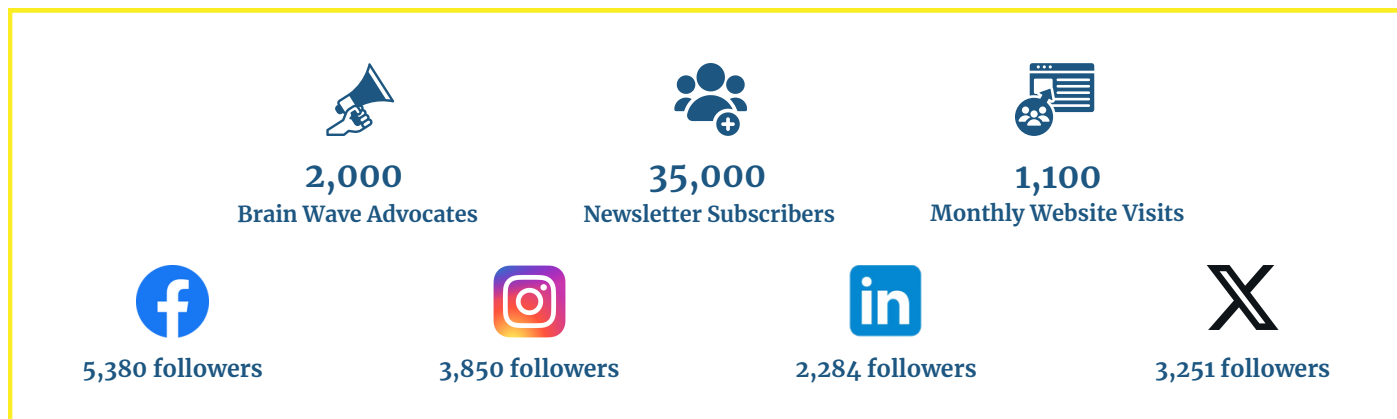
**BRAINWAVE**

## CHANGING PRACTICES

Community leaders, service providers, patients, and the public must be well-informed on health-related issues to promote the well-being of Coloradans across the lifespan. That's why we engage in critical programs and initiatives to meet the needs of Colorado's most vulnerable populations:



## BUILDING A MOVEMENT



# 2025 SPONSORSHIP OPPORTUNITIES

## \$100,000 Elite Sponsorship

- Collaborate with Mental Health Colorado and invest your company's philanthropic dollars, employee engagement, and brand to promote the health and well-being of all Coloradans through a customized partnership as an Elite Leader.
- Benefits include all Champion-level sponsor benefits.

### Tribute Event Recognition

	\$50,000 CHAMPION	\$25,000 LEADER	\$10,000 REFORMER	\$5,000 ADVISOR	\$2,500 SUPPORTER
EVENT RECOGNITION	Speaking opportunity	Video highlight	Spoken recognition	Logo visibility	Logo visibility
LOGO ON EACH TABLE	X				
LOGO ON EVENT COLLATERAL	X	X	X	X	X
GUEST ADMISSION	20	16	14	12	6

### Year-Round Exposure

	\$50,000 CHAMPION	\$25,000 LEADER	\$10,000 REFORMER	\$5,000 ADVISOR	\$2,500 SUPPORTER
WORKPLACE WELL-BEING PRESENTATION	X				
OP-ED IN NEWSLETTER	2	1			
LOGO IN 2025 NEWSLETTERS	X	X			
DEDICATED SOCIAL MEDIA POSTS	4	3	2	1	
LOGO ON WEBSITE	X	X	X	X	X

## \$2,500 Legislative Education & Advocacy Day (LEAD) Sponsorship

- Booth at LEAD event & opportunity to distribute branded merchandise
- Dedicated social media post to highlight your organization's support of LEAD on Facebook, Instagram, X and LinkedIn
- Logo prominently displayed on event collateral
- Year-long visibility on our website

## 2025 ANNUAL EVENTS

### 42nd Annual Tribute Fundraising Gala

Our 42nd Annual Tribute Fundraising Gala is dedicated to celebrating our shared commitment to advancing access to care for all Coloradans and recognizing the significant impact of individuals and organizations that champion healthier minds across the lifespan. Your sponsorship supports gathering over 400 community partners from the business, nonprofit, and healthcare sectors for an elegant evening featuring dinner, fundraising, awards, and entertainment.

October 18, 2025 | 6PM - 10PM | Grand Hyatt Denver | Expected Attendance: 400



### 2025 Legislative Education & Advocacy Day (LEAD) “Care Not Cuffs: Support for Families”

On Legislative Education & Advocacy Day (LEAD), we will once again gather dedicated advocates, legislators, and community members to champion mental health policy at the Colorado State Capitol. This impactful event will feature advocacy training, direct engagement with legislators, and a keynote speaker and panel discussion, offering insights into care-centric solutions for families involved in the criminal justice system.

- Advocate Training & Preparation
- Engagement with State Representatives
- Keynote Speaker: TBD
- Panel Discussion: Care Not Cuffs: Support for Families

March 5, 2025 | 8AM - 3PM | First Baptist Church/CO State Capitol | Expected Attendance: 100

