



MASQUERADE BALL / 2019
PHILADELPHIA

Sponsorship Opportunities

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November 16, 2019

The Rittenhouse Hotel / Philadelphia, PA.

The Quell Foundation's fourth annual Masquerade Ball serves as an emotional and inspirational night to raise awareness and funds to a mission that is close to all of our hearts. We come together for one special night to lift our masks and support mental health awareness. Since The Foundation's creation in 2015, the Masquerade Ball raises millions of dollars to address a wide variety of obstacles. Join us for this extraordinary evening, coming to Philadelphia for the first time this year!

PRESENTING SPONSOR / \$75,000

(only two available)

- Host a private screening of The Foundation's documentary Lift the Mask with President & CEO, Kevin Lynch.
- Your organization listed as the "Presenting Sponsor" of the 2019 Masquerade Ball.
- Ability to present honoree with The Quell Foundation Award.
- Two seats at the President's table and reserved premium-level seating for 10 guests.
- Full-page ad in event program.
- Premium placement of corporate logo included on the event's "step and repeat" photo backdrop.
- Your organization promoted on The Quell Foundation social media pages, including Facebook, Twitter, Instagram, and LinkedIn (five posts each over the course of a year).
- Opportunity for three sponsored-content articles on the new thequellfoundation.org.

- Your organization promoted on The Quell Foundation social media pages, including Facebook, Twitter, Instagram, and LinkedIn (four posts each over the course of a year).
- Opportunity for two sponsored-content articles on the new thequellfoundation.org.

SELECT SPONSORS / \$30,000

- Two seats at the President's table and reserved premium-level seating for eight guests.
- Half-page ad in event program.
- Corporate logo included on event's "step and repeat" photo backdrop.
- Your organization promoted on The Quell Foundation social media pages, including Facebook, Twitter, Instagram and LinkedIn (three posts each over the course of a year).
- Opportunity for one sponsored-content article on the new thequellfoundation.org.

PREMIER SPONSOR / \$50,000

- Two seats at the President's table and reserved premium-level seating for 10 guests.
- Full-page ad in event program. Special recognition in press releases, invitations, e-blasts, and print ads.
- Premium placement of corporate logo included on the event's "step and repeat" photo backdrop.

TABLE SPONSOR / \$10,000

- Reserved seating for eight guests.
- Quarter-page ad in event program.
- Opportunity for one sponsored-content article on the new thequellfoundation.org.



PATRON SPONSOR / \$7,500

This one-of-a-kind sponsorship opportunity allows patrons the chance to enjoy The Quell Foundation 2019 Masquerade Ball while also using funds to bring The Foundation's mission to a special audience of their choosing.

- Two tickets to The Quell Foundation Masquerade Ball.
- Rights to host a public screening of the documentary and a post-screening discussion with CEO, Kevin Lynch in the U.S. location of your choice.

- Your organization name listed in the opening credits of your event's film.
- Your organization and event promoted by The Quell Foundation on all social media channels.
- The rights to issue a press release and run an ad campaign highlighting your sponsorship of the film (must be approved by The Quell Foundation, Inc. prior to publication).

"SEND A STUDENT" SPONSOR / \$1,500

- Sponsor the attendance of a scholarship recipient and his or her guest.

Underwriting Details

The contributions from the following underwriting opportunities will be used to cover the various costs associated with this transformational event. Recognition includes welcome signage and a full or half page ad in the event program.

- Entertainment / **\$10,000**
- Champagne / **\$8,000**
- Printing / **\$5,000**

ADVERTISEMENT DESCRIPTIONS

An advertisement in the Masquerade Ball program book is an exceptional way to gain additional exposure for your company and it reinforces your commitment to eliminating the stigma associated with mental illness. It is also a great way to honor a loved one or friend who perseveres in spite of living with a mental health condition. The program book will be distributed to each event attendee.

- Full-page (5" x 8") / **\$5,000**
- Half-page (5"x 3.875") / **\$2,500**
- Quarter-page (2.375" x 3.875") / **\$1,000**
- Logo / **\$500**

SPECIFICATIONS

- Colors: CMYK process only
- Fonts: All fonts should be outlined on final artwork
- Files: To ensure the highest quality, artwork should be saved at 300dpi. We accept press-quality PDF files with crop marks added.
- Delivery: E-mail artwork by October 6th to Sarah Marshall at smarshall@thequellfoundation.org. Please include the name of your organization and the size of your placement.

ART CREATION AVAILABLE

The Quell Foundation can create your ad with your approval for an extra fee. If you are interested in this advertising option, please contact Sarah Marshall at the above email.



About The Foundation

The mission of The Quell Foundation strives to reduce the number of suicides, overdoses, and incarcerations of people living with a mental health illness.

REMOVE THE STIGMA

Stigma is a dynamic multi-dimensional, multi-level phenomenon that occurs at three levels of society—structural (laws, regulations, policies), public (attitudes, beliefs, and behaviors of individuals and groups), and self-stigma (internalization of negative stereotypes.) The stigma of mental health keeps hundreds of thousands of people from seeking the necessary treatment they need to work, play, function, or simply live.

QUELL SCHOLARSHIP PROGRAM

The Quell Foundation scholarship program continues to grow year after year and serves as the cornerstone to The Foundation's mission: to reduce the number of suicides, overdoses, and incarcerations of people with mental health illness. We believe education is the key to understanding, supporting and generating awareness of the mental health issues millions of people face today. The Quell Foundation is proud to have students from 47 states, representing 400 different schools from across the country.

The Quell Fighter Scholarship is awarded to outstanding students who are in treatment for a diagnosed mental health condition.

The Quell Bridge the Gap Graduate and Undergraduate Scholarship is awarded to select students who want to pursue a career in a field of study related to the provision of mental health services.

The Quell Survivor Scholarship is awarded to select students who have experienced the devastating loss of a parent or caregiver to suicide.

THE CRISIS

- Approximately 1 in 5 adults in the U.S. (46.6 million) experiences mental illness in a given year. (<https://www.nimh.nih.gov/health/statistics/mental-illness.shtml>)
- 77% of all U.S. counties are designated mental health professional shortage areas. (HPSA Data, U.S. Dept of Health and Human Services.)
- 1 in 12 college students makes a suicide plan (American Foundation for Suicide Prevention)

OUR RESPONSE

- Since June 2016, The Quell Foundation has distributed \$1.3M in scholarship funding to the next generation of mental health professionals and advocates.
- In just one year, The Quell Foundation has hosted nearly 30 screenings of our educational documentary, Lift the Mask, all across the country, in an effort to normalize the conversation of mental illness and bring awareness to communities in need. Over 1,000 individuals have already screened this film.
- In July 2018, The Quell Foundation launched a national, social media campaign to change the face of mental illness and encourage others to lift their masks. To join the movement, visit thequellfoundation.org/liftthemask.



Thank You!

The Quell Foundation is a registered 501(c)(3) not-for-profit organization benefitting the over 43 million Americans living with a mental health illness. Visit www.thequellfoundation.org for more information.



We All Know Someone

If not ourselves, we have friends, family, co-workers or loved ones who are living with or have lost their battle to a mental health illness. We wear masks to hide the shame, the fear of judgment, and the blame that often greets disclosure. For decades society and cultural norms have ignored the fundamental characteristics of mental illness; that it is unbiased, unsolicited and unwelcome. It's time we normalize the conversation of mental health and humanize the millions of faces behind these masks. The Quell Foundation's 4th Annual Masquerade Ball will take place in Philadelphia on Saturday, November 16, 2019. This event is the culmination of our work to eliminate this stigma once and for all. Your support of this event will:

- Provide scholarships for the next generation of mental health care professionals.
- Fund more screenings of our signature documentary *Lift the Mask: Portraits of Life with Mental Illness*, across the country.
- Spearhead production of the *Lift the Mask: Our Nation's First Responders* documentary.

I invite you to take part in this extraordinary evening and hope you will consider partnering with us to Lift the Mask on mental illness and Remove the Stigma.

Gratefully yours,



Kevin M. Lynch
The Quell Foundation CEO, President



Sponsorship Commitment Form

Please mark your selection(s) below. See brochure for full descriptions & instructions.

Sponsorship

☐ Presenting Sponsor
\$75,000

☐ Premiere Sponsor
\$50,000

☐ Select Sponsor
\$30,000

☐ Table Sponsor
\$10,000

☐ Patron Sponsor
\$7,500

☐ "Send a Student"
\$1,500

Advertising

☐ Full-page (5" x 8")
\$5,000

☐ Half-page (5" x 3.875")
\$2,500

☐ Quarter-page
(2.375" x 3.875")
\$1,000

☐ Logo
\$500

Underwriting

☐ Entertainment
\$10,000

☐ Champagne
\$8,000

☐ Printing
\$5,000

Please email completed form to: MasqueradeBall@thequellfoundation.org
or The Quell Foundation at P.O. Box 1924, North Falmouth, MA 02556

Primary Contact Donor Business (If Applicable)

Email Primary Phone

Full Mailing Address

Name on Card (if paying via CC)

Full Billing Address (If different)

Visa, MasterCard, AMEX, Discover Card Number CVV Signature



Auction Item Commitment Form

Primary Contact	Donor Business (If Applicable)
Email	Primary Phone
Full Mailing Address	
Name on Card (if paying via CC)	
Full Billing Address (If different)	
Signature	

Donation Information:

Description of Auction Item(s)	Quantity	Fair Mkt. Value

Name to appear in event program book (if different than above)

Please email completed form to: MasqueradeBall@thequellfoundation.org
or The Quell Foundation at P.O. Box 1924, North Falmouth, MA 02556

