

LIFT THE MASK



# MASQUERADE BALL 2018

SATURDAY, NOVEMBER 10TH

THE NEWPORT MARRIOTT  
NEWPORT, RI



## Sponsorship Opportunities

Benefitting the **Lift the Mask** project

The mission of **The Quell Foundation** is to create a paradigm shift in the care and treatment of people with a mental health illness.

**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 us at [www.thequellfoundation.org](http://www.thequellfoundation.org).

# 2018 MASQUERADE BALL

## PARTNERSHIP OPPORTUNITIES

**The Quell Foundation's Lift the Mask** project is a compilation of deeply personal stories about mental illness. The stories are told by brave people who battled it, as well as people who love someone that struggled with it. The stories remind others that they are not alone. Our **Lift the Mask** Masquerade Ball celebrates the courage to tell these stories, and is a catalyst for continuing a judgment-free dialogue about mental health.

Event proceeds from our sponsors, underwriters, patrons and guests will support the **Lift the Mask** project. As an inaugural, exclusive event, partnerships and sponsors are greatly appreciated. Please act quickly to secure your place. Simply return the enclosed form – or contact **The Quell Foundation** at **561-722-1938** or [klynch@thequellfoundation.org](mailto:klynch@thequellfoundation.org).

### PREMIER SPONSOR | \$50,000

Includes two seats at the President's table and reserved premium-level seating for 20 guests (a total of 22), plus:

- Ability to present honorees with Quell Foundation Award;
- Inclusion in all event signage, printed material, and electronic communications;
- Complimentary champagne for all guests;
- Premium placement of corporate logo included on Ball's "step and repeat" photo backdrop;
- Welcome signage and video screen acknowledgement;
- Full-page ad in Ball program;
- Special recognition in press releases, invitations, e-blasts, and print ads;
- Custom gift for each guest/couple in attendance.

### PRESENTING SPONSOR | \$30,000

Includes two seats at the President's table and reserved premium-level seating for ten guests (a total of 12), plus:

- Inclusion in all event signage, printed material, and electronic communications;
- Complimentary champagne for all guests;
- Corporate logo included on Ball's "step and repeat" photo backdrop;
- Welcome signage and video screen acknowledgement;
- Full-page ad in Ball program.



*John O'Hurley*



### CELEBRITY SPONSOR | \$20,000

**Host a table with celebrity guest emcee John O'Hurley.**

Includes reserved premium level seating for six guests plus:

- Inclusion in all event signage, printed material, and electronic communications;
- Complimentary champagne for all guests;
- Welcome signage and video screen acknowledgement;
- Full-page ad in Ball program.

### PATRON SPONSOR | \$20,000

Include one premium-level table for 10 guests plus:

- Inclusion in all event signage, printed material, and electronic communications;
- Complimentary champagne for all guests;
- Welcome signage and video screen acknowledgement;
- Full-page ad in Ball program.

SELECT SPONSOR | \$15,000

Includes one premium-level table for eight guests plus:

- Complimentary champagne for all guests;
- Welcome signage and video screen acknowledgement;
- Half-page ad in Ball program.

TABLE SPONSOR | \$7,500

Includes reserved seating for eight guests plus:

- Video screen acknowledgement;
- Complimentary champagne for all guests.

SCHOLARSHIP SPONSOR | \$1,500

Express your gratitude by sponsoring the attendance of a scholarship recipient and his or her guest. Learn more about our scholarships at [www.thequellfoundation.org](http://www.thequellfoundation.org).

UNDERWRITING

The contributions from the following underwriting opportunities will be used to cover the various costs associated with this transformational event. Please contact **The Quell Foundation** for further details about recognition and benefits.

Entertainment .....	\$10,000
Cocktail Reception .....	\$ 7,500
Champagne .....	\$ 5,000




THANK YOU TO OUR 2017 SPONSORS

Premier .....	Magellan Health
Premier .....	Aetna, Inc.
Premier .....	Kevin & Karen Lynch
Presenting .....	Zudy
Presenting .....	McKinsey & Company
Patron .....	USBank
Patron .....	Mike Brown & Laurie Havanec
Select .....	CVS Health
Select .....	MOD Worldwide
Select .....	CareCentrix

PROGRAM BOOK ADVERTISING

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.

DESCRIPTION

Full-page.....	\$5,000		5" x 8"
Half-page .....	\$2,500		5" x 3.875"
Quarter-page .....	\$1,000		2.375" x 3.875"
Logo.....	\$500		

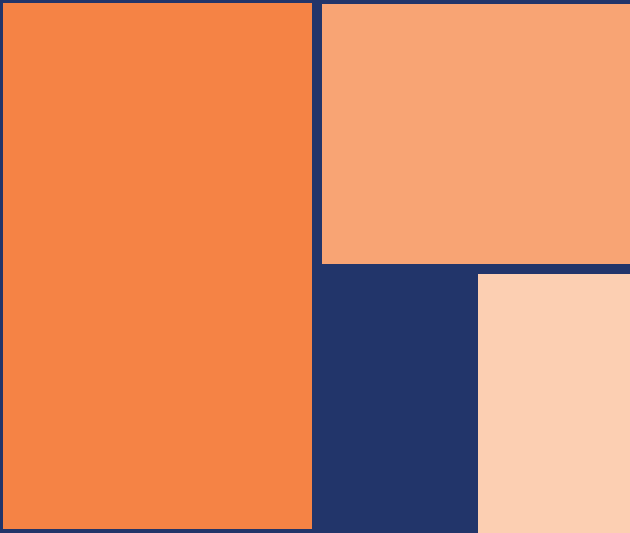
SPECIFICATIONS

**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 **Nina Stanley** at **Nina@MODWorldwide.com**. Please include the name of your organization and the size of your placement.





## OUR MISSION

**The Quell Foundation** is committed to reduce the number of suicides, drug overdoses, and the incarceration of our veterans, and all members of society, 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).

## SCHOLARSHIPS

**The Quell Foundation** believes education is key to understanding, supporting, and creating awareness about mental health. Since June 2016, **The Quell Foundation** has distributed \$200,000 in scholarship dollars.

**The Quell Fighter Scholarship** is awarded to an outstanding student who is being treated for a diagnosed mental health condition.

**The Quell Bridge the Gap Graduate & Undergraduate Scholarships** are awarded to select graduate and undergraduate students who plan 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.

## BY THE NUMBERS

- Untreated mental illness costs the U.S. at least **\$105 billion in lost productivity** each year.<sup>1</sup>
- **Two million individuals** with serious mental illness cycle through our nation's jails every year. These numbers are mirrored in prison, probation and parole.<sup>2</sup>
- **One in 12 college students** makes a suicide plan.<sup>3</sup>
- The national **average wait time** to see a psychiatrist is **25 days**.<sup>4</sup>
- **111 million Americans** live in a mental health professional shortage area.<sup>5</sup>

## AWARENESS

While the numbers alone are compelling, personal stories of people affected by mental illness communicate how life-changing it can be. The **Lift the Mask** project helps increase awareness by sharing those stories.

Consider choosing **The Quell Foundation** as your outreach platform, and share the project with your family, friends and colleagues. Remember, everyone knows someone who wants to **Lift the Mask**.

1. Harvard Medical.

2. Steadman HJ, Osher FC, Robbins PC, et al.: Prevalence of serious mental illness among jail inmates. Psychiatr Serv 60:761-765, 2009 & Ditton P: Mental health and Treatment of Inmates and Probationers. Washington, DC, U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Statistics, 1999 (cited in Scattergood Foundation-policy papers on mental health and addictions).

3. [https://www.neumann.edu/life/counseling/mental\\_health/suicide/national\\_data.htm](https://www.neumann.edu/life/counseling/mental_health/suicide/national_data.htm) citing American Foundation for Suicide Prevention.

4. Malowney M, et al. Psychiatric Services. 2014; doi: 10.1176/appi.ps.201400051.

5. U.S. Dept of Health and Human Services.



### The Quell Foundation, Inc.

PO Box 1924, N. Falmouth, MA 02556  
561-722-1938 | [www.thequellfoundation.org](http://www.thequellfoundation.org)  
[klynch@thequellfoundation.org](mailto:klynch@thequellfoundation.org)