



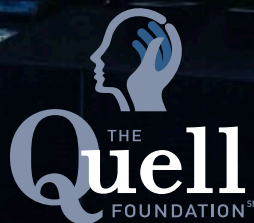
LIFT THE MASK

MASQUERADE BALL *2017*

SATURDAY, NOVEMBER 18TH

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.

2017 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**.

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.



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**.

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.

Dinner	\$15,000
Media.....	\$15,000
Entertainment.....	\$10,000
Cocktail Reception	\$ 7,500
Champagne.....	\$ 5,000
Program.....	\$ 3,500
Host	\$ 3,500
Décor	\$ 3,000

THANK YOU TO OUR 2016 SPONSORS

Premier	Magellan
Presenting	McKinsey
Patron	USBank
Patron	Roger & Vivian Farah
Select	CareCentrix
Select	Mike Brown & Laurie Havanec
Select	Kennedy Forum
Select	Kraft Group
Select	Aetna Inc.
Table.....	Kathryn Avery
Table.....	EMC
Table.....	Complex Care Solutions
Table.....	Meg McCarthy
Table.....	Howard Neff
Table.....	Brad Kidney
Table.....	American Well
Champagne	UBS

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	■ 6.75" x 11.5"
Half-page	\$2,500	■ 6.75" x 5.6875"
Quarter-page	\$1,000	■ 3.3125" x 5.6875"
Logo.....	\$500	

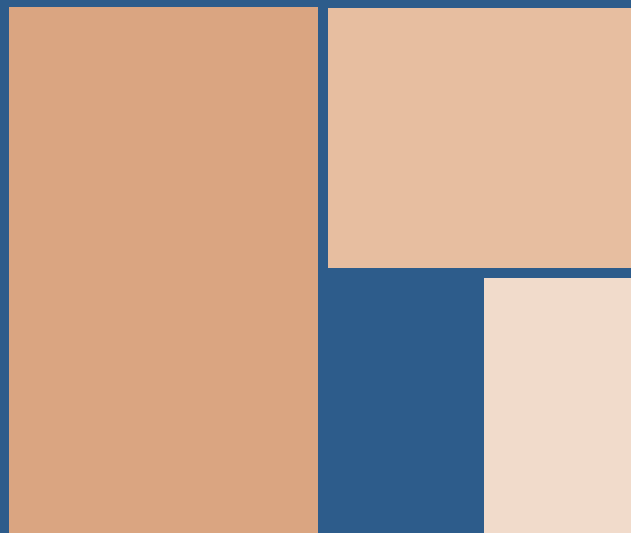
SPECIFICATIONS

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

- **More than 61.5 million Americans** experience mental illness in a given year.¹
- Serious mental illness costs Americans **\$193.2 billion in lost earnings** per year.¹
- **Suicide** is the **second highest cause of death** in youth and young adults **ages 15-34**.¹
- **70% of youth in juvenile justice systems** have at least one mental illness.¹
- Over **800,000 people** die due to suicide each year worldwide.¹
- Roughly **350,000 deaths could be averted** each year if people with mental illness were to die at the same rate as the general population.²
- Nearly **60% of adults** with a mental illness didn't receive mental health services in the previous year.³
- **More than 90%** of people who commit suicide had one or more mental illness.³

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. This document cites statistics provided by the National Institute of Mental Health. www.nimh.nih.gov.
 2. This document cites statistics provided by the Worldwide Health Organization. www.who.int.
 3. This document cites statistics provided by the National Alliance on Mental Illness www.nami.org.



The Quell Foundation, Inc.

PO Box 1924, N. Falmouth, MA 02556
561-722-1938 | www.thequellfoundation.org
klynch@thequellfoundation.org