



CMHACY

California Mental Health Advocates
for Children and Youth

43rd Annual Conference

Committing to Mobilizing Hope and Advocacy for Communities and Youth

Elevating Voices,
Influencing Progress.

CONFERENCE:

Wed. May 10 - Fri. May 12, 2023

At Asilomar Conference Grounds in Pacific Grove



**SPONSORSHIP
OPPORTUNITIES**



ABOUT CMHACY

WHAT IS THE CMHACY CONFERENCE?

The CMHACY (California Mental Health Advocates for Children and Youth) annual conference is one of the state's most recognizable and powerful events for advocates of policies, programs, and practices that enhance the well-being of vulnerable children, youth, and families. Since 1980, this conference has offered a forum for policy development, spawned collaboration among counties and providers, incubated state-wide parent and youth organizations, hosted nationally recognized speakers, and showcased cutting-edge programs and clinical advances. The conference's unique "rustic" culture encourages informal interaction among youth, guardians, providers, policy makers, and advocates.

WHO ATTENDS?

For 40+ years, the conference has welcomed parents, caregivers, youth, family advocates, general and special educators, public and private mental health providers, and representatives from across California - and beyond! Our attendees include those on the front lines of child welfare, juvenile justice, substance use disorders, and all levels of representatives of the foundation and philanthropic communities. Everyone in attendance - regardless of background, socioeconomic status, or age - has a voice and is seen & heard.

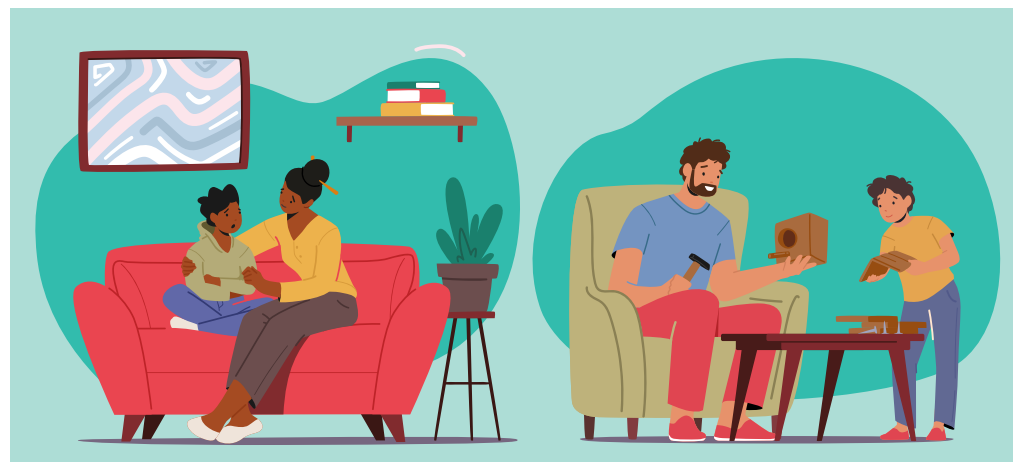
PARTNER WITH US

WHAT IMPACT DOES MY SPONSORSHIP MAKE?

Your sponsorship is *crucial* in funding the CMHACY annual conference. As our largest event and fundraiser of the year, we always aim to make the table bigger with scholarships and aid for as many youth and families to travel to and attend the conference as possible. You provide direct access to elevate voices that need to be heard, putting them in direct contact with advocates and policy makers that they may not otherwise have the opportunity to meet. To partner with us is a special invitation to you and your organization to share your message as a true champion of mental health and inclusion, supporting the movement for the availability of high quality and accessible behavioral health services for ALL communities.

This year, more than ever, we are committed to actively promoting optimism, unity and change, creating and maintaining partnerships, and bettering ourselves and our communities. We are focused on moving that energy from the conference forward into the world via CMHACY's mission. We want to give attendees a toolbox of information to takeaway when they leave the conference. Our goal is to provide an action-driven, positive, community-focused gathering that refreshes and energizes us in our work.

Your meaningful sponsorship not only supports our conference but also supports the CMHACY mission.



SPECIAL SPONSORSHIP OPPORTUNITIES

NEW THIS YEAR!

EXCLUSIVE LANYARD SPONSOR \$10,000

- Your logo exclusively featured on the official conference lanyard
- 3 complimentary registrations
- Small logo placement in all marketing materials and conference app
- 1 dedicated social media post
- Onsite and virtual exhibit space
- Mentioned in opening remarks at Opening Plenary

EXCLUSIVE SWAG BAG SPONSOR \$15,000

- Your logo printed on front of every conference swag bag
- Your promotional item included in bag
- 4 complimentary registrations
- Medium logo placement in all marketing materials and conference app
- 1 dedicated social media post
- Onsite and virtual exhibit space
- Mentioned in opening remarks at Opening Plenary

COMMIT TODAY BY SPONSORING CMHACY'S ANNUAL CONFERENCE

Benefits	Premiere \$25,000	Elite \$20,000	Champion \$10,000	Advocate \$5,000	Friend \$2,500
Top-Level Name Recognition	✓				
1st Right of Refusal for 2024 Conference	✓				
Logo on Name Badge	✓				
Premium Signage Logo Placement	✓	✓	✓		
Speaking Opportunities	5-minute address at Opening Plenary. Opportunity to introduce an award	3-minute address at Opening Plenary	Mentioned in opening remarks at Opening Plenary		
Onsite Exhibit Space	Top Placement	Preferred Placement	✓	✓	✓
Virtual Exhibit Space (in conference app)	✓	✓	✓	✓	✓
Complimentary Conference Registration	10	6	4	2	2
Scholarship Registrations (removing financial barriers for others)	5	4	3	2	1
Recognition in Conference Marketing (email, social media, website, conference app)	Top logo, (3) dedicated social media posts	Large logo, (2) dedicated social media posts	Medium logo, (1) dedicated social media posts	Small logo, shared social media post with all Advocate Sponsors	Listing & link, shared social media post with all Friend Sponsors
Swag Bag Inclusion*	✓	✓	✓	✓	✓

For more information, or to customize your sponsorship, contact us to discuss a custom package that is right for your organization.

Conference Coordinator
Info@CMHACY.org or (831) 200-3679

*Subject to securing a Swag Bag Sponsor

OUR MISSION

CMHACY advances the social, emotional, and behavioral wellbeing of children and families and promotes inclusion, racial equity, and social justice for all through convening, education, and advocacy.



BOARD OFFICERS

Jeffrey Jamerson, *Board President*
Jolene Treadway, *President Elect*
Tanya McCullom, *Past President*
Steve Elson, *Treasurer*
Veronica Coates, *Secretary*

STAFF

Marty Giffin, *Special Projects Officer*

BOARD MEMBERS

Angela Brand
Mary Bush
Joymara Coleman
Elizabeth Engelken
Dominique Eugene
Tony Kildare
Robert Layne
Matthew Patterson
Peter Stoll
Wendy Wang

FRIENDS OF THE BOARD

Tonya Bauhofer
Lisa Bertaccini
Maureen Burness
Sriya Chilla
Marika Collins
Carolyn Cooper
Nghia Do
Elizabeth A. Estes
Danielle Gabrei Mole
Marty Giffin
Laura Heintz
Steve Hornberger
Shelley Lopez
dave neilsen
Nancy Netherland
Gina Perez
Rick Saletta
Mike Schertell
Jay Scoffield
Nancy Shea
Chezia Tarleton
Lynn Thull
Lorraine Viade
Rich Weisgal



CMHACY
California Mental Health Advocates
for Children and Youth