

Sponsorship Campaign: "Spike The Stigma, MENd The Mind" Volleyball Tournament & Fundraiser

Campaign Objective:

To raise awareness and funds for mental health initiatives through an engaging community volleyball tournament, bringing together athletes, advocates, and supporters.



Tier 1: Champion Sponsors (\$5,000+)

Ideal for: Corporations, healthcare organizations, and high-profile local businesses.

◆ **Benefits:**

- **Title Branding:** “[Your Company Name] presents: Spike The Stigma, MENd The Mind - Volleyball Tournament and Fundraiser”
- **OWN A COURT!** Company Name and logo displayed on courtside signage
- **Logo Placement:** Prominent placement on all event materials, shirts, and signage
- **Speaking Opportunity:** Company representative can speak at opening or closing of event
- **Dedicated Booth:** Premium location to showcase services or products at the event
- **Social Media Promotion:** 3 dedicated posts across all event platforms
- **Website Feature:** Company logo + bio on event page with backlink
- **Media Inclusion:** Mention in press releases and all event advertising
- **Complimentary Team Entry:** 1 complimentary team registration



Tier 2: Ally Sponsors (\$1,500–\$4,999)

Ideal for: Local businesses, small nonprofits, and mental health advocates.

◆ **Benefits:**

- **Logo Placement:** Medium placement on event materials
- **Social Media Promotion:** Group thank-you post pre- and post-event
- **Website Mention:** Logo featured on event site under “Allies” section
- **Complimentary Team Entry:** 1 complimentary team registration



All Sponsors Will Help Support:

- Mental health education workshops

- Community therapy access programs
- Youth outreach initiatives through partner mental health organizations



Promotion Strategy:

- Partner with local media and social influencers for exposure
- Weekly countdown posts highlighting sponsors
- “Why We Serve” blog series showcasing mental health stories and sponsor contributions



Timeline:

- **Sponsorship Open:** June 1st, 2025
- **Deadline for Logos/Materials:** July 7th, 3 weeks before event
- **Event Date:** Saturday, July 26th, 2025



How to Get Involved:

Interested sponsors can contact Co-Directors, Katy and Bridget, at spikethestigma.mendthemind@gmail.com or visit spikethestigma.com