

# **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.

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## **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
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## **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
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## **All Sponsors Will Help Support:**

- Mental health education workshops

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

- **Sponsorship Open:** June 1<sup>st</sup>, 2025
  - **Deadline for Logos/Materials:** July 7<sup>th</sup>, 3 weeks before event
  - **Event Date:** Saturday, July 26<sup>th</sup>, 2025
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## How to Get Involved:

Interested sponsors can contact Co-Directors, Katy and Bridget, at [spikethestigma.mendthemind@gmail.com](mailto:spikethestigma.mendthemind@gmail.com) or visit [spikethestigma.com](http://spikethestigma.com)