



THE QUELL FOUNDATION'S
Masquerade
AT HOME EDITION

SPONSORSHIP OPPORTUNITIES

We All Know Someone

There has never been a more critical time to address our mental health and to provide support to others in need.

Right now, our nation's front line health care professionals are among the most vulnerable populations. We must recognize and appreciate the extreme sacrifices made by our heroic doctors, nurses, medical staff, first responders, and all of the caregivers within our communities. Already with high rates of depression, anxiety, and risk for suicide, these selfless caregivers are experiencing an unparalleled decline in mental health.

Over the last several months, The Quell Foundation has been speaking with health care professionals across the country. They have trusted us with their stories of social and family isolation, unprecedented death tolls, inability to sleep, overwhelming grief, anxiety, depression, and the moral trauma they live with Every. Single. Day. They are allowing us into their ranks and asking for our help. Dr. Lorna M. Breen, a Manhattan ER physician, gave all she had until she had nothing left. Her death by suicide should have us all rushing to their side as they do for us.

I invite you to join us on Saturday, October 24, 2020, for The Quell Foundation's Masquerade at Home Edition by hosting an intimate gathering of friends and family who are equally passionate about our mission.

This virtual event of the season provides you with an opportunity to support an organization you know makes a difference on a national scale. These unprecedented times demand a very thoughtful and deliberate reallocation of resources. Your support at this event will enable us to:

- Launch a new podcast program for healthcare professionals, Lift the Mask - Voices of Heroes in the Silent Pandemic with hosts from our partner mental health organizations and guests serving on our front lines.
- Continue development of The Foundation's Lift the Mask documentary sequel "Lift the Mask - Our Nation's First Responders." Eight subjects and over 25 hours of filming have already been completed.
- Provide scholarships to fund a pipeline of future mental health care professionals. \$1.8million distributed to date.

We are beyond grateful for your thoughtful consideration. Thank you for supporting our efforts to help our health care professionals on the frontline and continue our prestigious scholarship program.



RENEE WILK

The Quell Foundation Executive Director



Sponsorship Opportunities

PRESENTING SPONSOR / \$15,000

- Opportunity for sponsor to introduce the guest speaker.
- Opportunity to invite guests to "Lift the Mask."
- Full-page ad in event program.
- Recognition of corporation (company logo) on event program.
- Organization promotion on The Quell Foundation social media pages, event page, and all marketing material.
- Opportunity to put company marketing items in our "Party in a Box."
- Two sponsor articles on organizations mental & behavioral health initiatives on The Foundation's website.
- "Party in a Box" - Package including everything needed to host your watch party (up to 10 people) and option to appear in the live broadcast.
- Organization acknowledged in the following year's (2021) Masquerade Ball program.
- Private Zoom screening (and Q&A) of Lift The Mask with Kevin Lynch at Sponsor's convenience.

PREMIER SPONSOR / \$10,000

- Opportunity for sponsor to introduce a guest speaker.
- Half-page ad in event program.
- Recognition of corporation (company logo) on event program.
- Organization promotion on The Quell Foundation social media pages, event page, and all marketing material.
- Opportunity to put company marketing items in our "Party in a Box."
- One sponsor articles on organizations mental & behavioral health initiatives on The Foundation's website.

- "Party in a Box" - Package including resources needed to host your watch party (up to 10 people) and option to appear in live broadcast.
- Organization acknowledged in the following year's (2021) Masquerade Ball program..

SELECT SPONSORS / \$5,000

- Recognition of corporation (company logo) during event program.
- Organization promotion on The Quell Foundation social media pages, event page, and all marketing material.
- Opportunity to put company marketing items in our "Party in a Box."
- One sponsor articles on organizations mental & behavioral health initiatives on The Foundation's website.
- "Party in a Box" - Package including everything needed to host your watch party (up to 10 people) and option to appear in live broadcast.

HOST A HOUSE PARTY / NO COST

- Host encouraged to invite up to eight guests to their dinner party
- Host provides cocktail hour, dinner, and post-event desserts for their invited guests
- "Party in a box" - (Package including everything needed to host your own watch party)

ADVERTISEMENT DESCRIPTIONS

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.

- Full-page (5" x 8") / \$500
- Half-page (5"x 3.875") / \$250



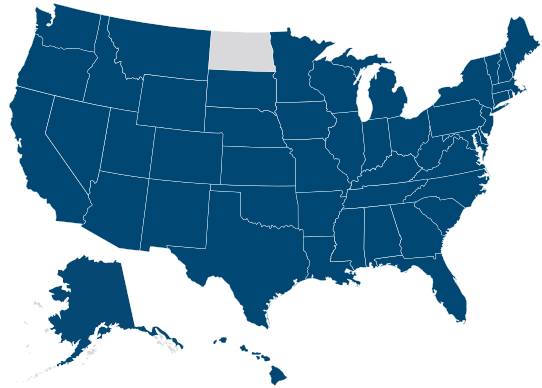
Across the Nation

ABOUT THE QUELL FOUNDATION

The Quell Foundation strives to reduce the number of suicides, overdoses, and incarceration of people living with a mental health diagnosis.

We are proud to support students from 49 states, representing 400 different schools across the country!

■ THE QUELL FOUNDATION PRESENCE



HIGHLIGHTS FROM THE PAST FOUR YEARS



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 www.thequellfoundation.org for more information.

1. <https://www.nimh.nih.gov/health/statistics/mental-illness.shtml>
2. HPSA Data, U.S. Dept of Health and Human Services.
3. American Foundation for Suicide Prevention

