

SPONSOR & EXHIBITOR 2021 OPPORTUNITIES



2021 | FIFTH ANNUAL
A VIRTUAL CONFERENCE ON SUICIDE:
**EQUITY &
EQUALITY**
IN SUICIDE
PREVENTION
JANUARY 21, 22 & 23, 2021



2021 | SECOND ANNUAL
THURSDAY, JANUARY 21, 2021
**BEST PRACTICES
IN SUICIDE
AWARENESS &
PREVENTION**
PART OF THE 2021 KEVIN'S SONG
VIRTUAL CONFERENCE ON SUICIDE



For its Fifth Annual Conference on Suicide, Kevin's Song is going VIRTUAL and has assembled a roster of renowned and dynamic mental health professionals, educators and experts in the fields of suicide research, treatment, prevention, crisis intervention and aftercare.

At the 2021 Conference on Suicide, we are anticipating over 400 educators, mental health professionals, business and community leaders, as well as members of the public, loss survivors of suicide and attempt survivors to discuss suicide as a public health crisis in an effort to better understand and prevent suicide and **SAVE LIVES.**

CONFERENCE GOALS AND OBJECTIVES

The 2021 Conference on Suicide:

Equity and Equality in Suicide Prevention will tackle suicide prevention by addressing and challenging existing bias and belief systems. The journey from trauma to resilience demands that we address systemic issues to pave the way forward, from risk factors to access to quality care.

Researchers, clinicians and suicide prevention advocates will share information about suicide, suicidal persons and the repercussions of suicide at both the personal and community

level. *Equity and Equality in Suicide Prevention* will emphasize suicide prevention for all demographics, with a special focus on high risk and underserved communities, and fairness to all regardless of one's race, ethnicity, gender, ability, socio-economic status, sexual orientation, or geographical location.

Join Kevin's Song to promote education about suicide, prevention and postvention, while honoring diversity in the family, the workplace and in the community.



Learn more at [KevinsSong.org](https://www.KevinsSong.org)



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A VIRTUAL CONFERENCE ON SUICIDE:

EQUITY & EQUALITY

IN SUICIDE PREVENTION

JANUARY 21, 22 & 23, 2021

On Thursday, January 21 and Friday, January 22 2020 - A Conference on Suicide: Equity and Equality in Suicide Prevention, will emphasize suicide prevention for all demographics, with a special focus on high risk and underserved communities. We will examine suicide risk and protective factors through a social justice lens and the four levels of a socioecological model – individual, relationship, community, and society.

Local and national experts will share information about suicide and the ways it affects us differently across race, ethnicity, gender, ability, socioeconomic status, and sexual orientation.



Goal:

The goal of the two-day conference is to share information that will help attendees to identify and address risk factors and promote protective factors within and beyond their own communities.



Objectives:

Following the conference, participants will be able to discuss:

- *How to identify and assist someone at risk of suicide.*
- *How to identify and/or mitigate factors within the greater community that increase the risk of suicide for members of particular groups.*
- *How to tailor our prevention activities to be more socially and culturally inclusive and effective.*



2021 | SECOND ANNUAL

THURSDAY, JANUARY 21, 2021

BEST PRACTICES IN SUICIDE AWARENESS & PREVENTION

PART OF THE 2021 KEVIN'S SONG VIRTUAL CONFERENCE ON SUICIDE

On Thursday, January 21, 2021, as part of the Kevin's Song Conference on Suicide, Kevin's Song will host the Second Annual School Summit inviting public, independent, parochial and charter school educators to attend. This year's school summit will build on the main conference theme of "Equity and Equality in Suicide Prevention". Come to hear from experts who are well versed in helping youth who feel marginalized and discuss ways that these young people can become healthy and heard.



Goal:

The goal is to assist schools and school district employees implement strategies to prevent youth suicide with a special focus on high risk and underserved youth. Knowing how to identify a young person at risk and understanding the role of the school in preventing suicide is vital if we are going to have an impact on reducing the incidence of suicide attempts and completions.



Objectives:

The Summit will help educators:

- *Learn how to recognize students who are at risk.*
- *Address marginalized youth who feel unconnected to the school community.*
- *Address themes in prevention that will provide strategies that are effective in reaching those youth who have traditionally been unrecognized as needing resources to improve skills that promote positive mental health and suicide prevention.*



On Saturday, January 23, 2021, the Conference focuses on survivors of suicide loss and attempt survivors, support group facilitators, mental health professionals, and others interested in sharing and understanding the lived experience of surviving a suicide attempt/suicidal thoughts, and/or the loss and grief following the suicide of a loved one.

This year, Kevin's Song will be making a portion of the Survivor Program open to the public. A 90 minute video compendium of survivor stories of survivors will be live-streamed and accessible to the general public via social media.



Goal:

The goal is to provide loss and attempt survivors with information and resources to help with their individual journeys through healing, loss and grief and to assist mental health professionals and other caregivers in understanding the needs of survivors.



Objectives:

In this final day of the Conference, suicide attempt survivors and survivors of suicide loss as well as mental health professionals and caregivers will:

- *Learn how to cope with loss, deal with grief and move forward with their lives in order to reintegrate into their families, school or work environment or community with needs identified, understood and met.*

Learn more at KevinsSong.org

Who will be Attending:

Participants in the 2021 Conference on Suicide and the School Summit Program will gather virtually from all around the State of Michigan – from Metro Detroit to Marquette and from Grand Rapids to Bay City. Because the Conference is virtual, it is anticipated that out-of-state participants may also choose to attend. Participants will include:



- *Educators/Parents & Students*
- *Mental Health Clinicians and Medical Professionals*
- *Crisis Center Workers*
- *First Responders*
- *Policymakers*
- *Employers/HR Professionals*
- *Veterans and Veteran Support Groups*
- *Loss Survivors*
- *Attempt Survivors of Suicide and*
- *Members of the General Public*

SPONSOR OPPORTUNITIES MAXIMUM PUBLIC VISIBILITY

The 2021 Kevin's Song VIRTUAL Conference on Suicide will provide a unique outreach and marketing opportunity – digital access to professionals and laypersons involved in the fields of suicide research, treatment, prevention programs, crisis intervention, and aftercare. Thursday's SCHOOL SUMMIT will also provide digital access to an assembly of educators, school administrators, school counselors and community policymakers whose focus is on the behavioral education and welfare of young people around the State of Michigan.

At the 2021 Conference on Suicide, we are anticipating over 400 mental health professionals, educators, veterans

and business and community leaders as well as members of the public, loss survivors of suicide and attempt survivors to discuss suicide as a public health crisis in an effort to better understand and prevent suicide and save lives. The number of attendees at this annual renowned, state-wide conference has increased every year

YOUR SPONSORSHIP presents an opportunity for high community visibility and exposure of your organization or business to many mental health professionals and educators who treat and work in the fields of medical and behavioral health.

EXHIBITOR OPPORTUNITIES

All sponsors are entitled to be part of the VIRTUAL Resource Gallery at this year's Conference. As Kevin's Song has done in the past, the Resource Gallery is also open to all non-profit organizations without charge. Any non-profit organization wishing to be part of the VIRTUAL Exhibition Hall will be assigned a virtual booth. Please contact **Jeanne** at: jeanneknopfderoche@gmail.com

Learn more at KevinsSong.org

HOW WILL SPONSORS BE RECOGNIZED

Streaming of Sessions – The 2021 Kevin’s Song VIRTUAL Conference on Suicide and the School Summit will be streamed live to participants. Major Sponsors (*Presenting, Keynote and Partner Sponsors*) will be recognized with a promotional video before and following selected speaker presentations. All sponsor logos will also be scrolled on the Conference Landing Page and on the Kevin’s Song website.

FREE Live Feed - Sponsors will be able to push a live feed of the FREE Saturday Survivor Video Compendium to their social media followers.

Complimentary Conference Registrations - Major Sponsors (*Presenting, Keynotes, Partners and Contributing Sponsors*) will receive a number of complimentary registrations to the Conference in accordance with the level of sponsorship.

Resource Gallery – A VIRTUAL Exhibition Hall will be part of the Conference and accessible to all virtual participants throughout each of the Conference days. SPONSORS and EXHIBITORS will be assigned a virtual exhibit booth and have flexibility on the digital content of the exhibition booth and will be able to offer interaction with virtual participants.

Social Media – The Conference and School Summit will be actively promoted through social media before and throughout the event with meaningful opportunities for brand exposure.

Email Marketing – The Conference and School Summit will be heavily promoted by medical and mental health professional organizations and our partners in the community mental health community, reaching thousands of inboxes.

Conference Program and shared materials – The traditional printed Conference Program will be replaced with a digital program that can be downloaded or printed. Sponsors will have AD space in the program in accordance with the level of sponsorship.

Strategic Media Relations Campaign to build awareness and recognition for the Conference and School Summit and its sponsors. The media campaign will include regional and local newspapers, professional publications and website exposure.

YOUR SUPPORT will greatly enhance the power of this Conference to SAVE LIVES

SPONSORSHIP LEVELS

PRESENTING SPONSOR for CONFERENCE or SCHOOL SUMMIT - \$10,000

Presenting Sponsor of the 5th Annual Kevin’s Song Conference On Suicide (2 available)

Presenting Sponsor of the 2021 School Summit (1 available)

- Your logo will be scrolled on our website and on Conference Platform
- Promotional video to be shown at the opening session each day of the Conference
- Color full-page ad on back cover of the virtual Conference Program
- Virtual Exhibit table in Resource Gallery
- (5) Registrations to the Conference
- Banner ad on Event/Conference page on kevinssong.org

KEYNOTE SPEAKER SPONSOR - \$7,500

Sponsor a Keynote Speaker at the Conference or School Summit (8 available)

- Your logo will be scrolled on our website and on Conference Platform
- Invitation to introduce one of the Keynote or featured Speakers at a Plenary Session
- Promotional video to be shown as part of speaker introduction
- Full-page ad in the virtual Conference Program
- Virtual Exhibit table in Resource Gallery
- (3) Registrations to the Conference

PARTNER SPONSOR - \$5,000

- Your logo will be scrolled on our website and on Conference Platform
- 1/2-page ad in the Conference Program
- (1) Virtual Exhibit table in Resource Gallery
- (2) Registrations to the Conference

CONTRIBUTING SPONSOR - \$2,500

- Your logo will be scrolled on our website and on Conference Platform
- 1/3-page ad in the virtual Conference Program
- (1) Virtual Exhibit table in Resource Gallery
- (1) Registration to the Conference

SUSTAINING SPONSOR - \$1,500

- Your logo will be scrolled on our website and Conference Platform
- 1/4-page ad in the virtual Conference Program
- (1) Virtual Exhibit table in Resource Gallery

SUPPORTING SPONSOR - \$1,000

- Your logo will be scrolled on our website and Conference Platform
- Business card size ad in the virtual Conference Program
- (1) Virtual Exhibit table in Resource Gallery

FRIEND - \$500

- Your logo will be scrolled on our website and Conference Platform
- You will be acknowledged in the virtual Conference Program
- (1) Virtual Exhibit table in Resource Gallery

Though specific opportunities are offered, we will be happy to recognize any individual or business who makes a contribution of any size. For more information, contact Gail Urso at gail@kevinssong.org (313) 236-7109 or go to kevinssong.org

You will be contacted with program message requirements and deadlines

Learn more at KevinSong.org



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2021 SPONSORSHIP FORM

Please print and make sure that it reflects how you would like it to appear in the event materials.

Sponsor Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

City _____ State _____ Zip _____

Phone: (_____) _____ Fax: (_____) _____

E-Mail: _____

Signature: _____ Date: _____

Sponsorship Level (Please check one):

PRESENTING SPONSOR for
CONFERENCE or SCHOOL SUMMIT -
\$10,000

CONTRIBUTING SPONSOR - \$2,500

KEYNOTE SPEAKER SPONSOR -
\$7,500

SUSTAINING SPONSOR - \$1,500

SUPPORTING SPONSOR - \$1,000

PARTNER SPONSOR - \$5,000

FRIEND - \$500

Please Pay by Check (Payable to KEVIN'S SONG) or Credit Card:

Credit Card: Visa Master Card American Express Security Code (3-4 digits): _____

Credit Card Number : _____ Exp Date: ____/____

Please Mail To: KEVIN'S SONG • 21 Kercheval Ave., Suite 345 • Grosse Pointe Farms, MI 48236

or scan and email to: Leo Nouhan at Leo@Kevinssong.org

Learn more at KevinSong.org



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AD SUBMISSION GUIDELINES

Please Submit Your Ad by January 4th, 2021

to Leo Nouhan at: Leo@kevinsong.org

AD SIZES

Full Page Ad with Full 1/8" Bleed:

Ad Size: 8.75" x 11.25"

Live Area: 7.83" x 10.33"

Full Page Ad without Bleed:

Ad Size (live area): 7.83" x 10.33"

Half Page Ad - Horizontal:

Ad Size (live area): 7.83" x 5.15"

Half Page Ad - Vertical:

Ad Size (live area): 3.91" x 10.33"

Third Page Ad - Horizontal:

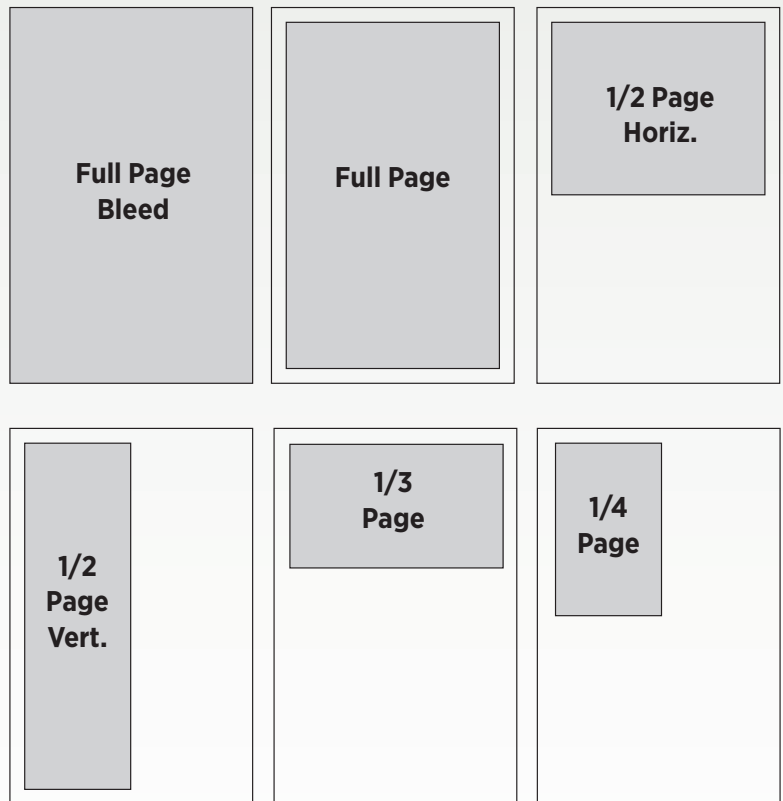
Ad Size (live area): 7.83" x 3.44"

Quarter Page Ad:

Ad Size (live area): 3.91" x 5.16"

Business Card Ad Horizontal:

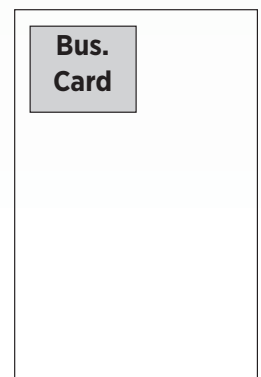
Ad Size (live area): 3.91" x 2.58"



SUBMISSION GUIDELINES FILE TYPES

We accept advertising material in PDF, JPG or TIFF file formats. The PDF file should be press-optimized, Hi-Quality Print and CMYK. Convert all spot colors to CMYK. Outline all fonts. JPG or TIFF images must be saved as CMYK, and submitted at 300 dpi and placed in the ad at 100%, otherwise the image will print at a low quality.

Pictures, Photos and Logos that are incorporated into a website are generally saved at a much lower resolution than is required for printing and are not usable.



Learn more at KevinsSong.org