



A CONFERENCE ON SUICIDE: CONFRONTING A PUBLIC HEALTH CRISIS

November 8-10, 2018



2018 SPONSORSHIP OPPORTUNITIES

For its Third Annual Conference on Suicide, Kevin's Song 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 2018 Conference on Suicide, we are anticipating over 300 mental health professionals, educators, 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.**

JOIN US AND BE PART OF THIS IMPORTANT WORK

CONFERENCE GOALS AND OBJECTIVES

You are invited to join hundreds of community members in Plymouth, Michigan to participate in a three-day conference of people interested in suicide prevention, intervention, postvention, and research.

The third annual Conference on Suicide will focus on how the economic and human cost of suicidal behavior to individuals, families, communities and society makes suicide a serious public health problem. A public health approach to suicide prevention can address these factors in many ways. The 2018 Conference will bring together policymakers, researchers and noted advocates of this public health model to address:

- *Approaches that impact groups or populations of people, in addition to the treatment of individuals.*
- *Preventing suicidal behavior before it ever occurs (primary prevention), and addressing a broad range of risk and protective factors.*
- *A strong commitment to increasing our understanding of suicide prevention through science, so that we can develop new and better solutions.*
- *The importance of a multi-disciplinary collaboration, which brings together many different perspectives and experience to enrich and strengthen the solutions for the many diverse communities.*

Who's Invited:

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

Learn more at KevinsSong.org

THURSDAY AND FRIDAY CONFERENCE:

November 8-9, 2018

It's time that we treat suicide like a public health crisis. According to a recently released data from the Centers for Disease Control and Prevention, deaths from suicide increased by a whopping 24 percent between 1999 and 2014 among Americans age five and older. While the CDC did not point to definitive reasons for the spike, suicide is now the tenth-leading overall cause of death in the United States.

Speakers will discuss how the increase in suicide represents a real and threatening public health disaster. Understanding the reasons for suicide and interpreting the data can help to develop effective ways to prevent suicide. Attendees will hear about offering suicidal individuals the help they need by targeting risk factors that may be both causal and remediable. Sessions will cover many topic including prevention efforts targeting the population at large, and screening methodologies to identify high-risk individuals. Leaders in the field of suicidology will urge that we can better educate doctors, patients, and families alike, challenging misguided beliefs and offering better and more efficient care alternatives. Speakers and breakout sessions will also address the impact of suicide in schools and in the workplace and will provide innovative and evidence-based models that can assist with the assessment of suicide risk and to provide access to mental health services.

Attendees will hear from behavioral health professionals who advocate better access to affordable and innovative care through the use of standardized clinical practices

VISIBILITY MAXIMIZED

The Resource Gallery will be located in a prime traffic area, providing maximum exposure to those in attendance. Exhibiting partners are placed strategically in the same space as food breaks, networking, and book sales, thus creating a one-stop conference community with open access to all beginning first thing in the morning, and continuing throughout the day. A sponsored reception will be hosted in the Resource Gallery on Thursday evening after the sessions conclude, giving exhibiting partners additional direct access to attendees, speakers and presenters.

EXHIBITOR & SPONSOR OPPORTUNITIES

The 2018 Kevin's Song Conference on Suicide provides a unique outreach and marketing opportunity -- access to professionals and laypersons involved in the fields of suicide research, treatment, prevention programs, crisis intervention, and aftercare.

and evidence-based measurement tools that will improve patient care and outcomes. Kevin's Song believes that we have no choice but to take on the formidable challenges presented by the lack of resources and tools for behavior health professionals. By offering a forum for the sharing of information and education, Kevin's Song will get closer to its mission of encouraging collaboration between experts in the field, behavioral health professionals, educators, first responders and community leaders – who together with loss and attempt survivors can devise new ways to make practical, meaningful and positive change in order to prevent suicide and save lives.

SATURDAY CONFERENCE

November 10, 2018

SURVIVING SUICIDE: A JOURNEY OF HEALING AND HOPE

The focus of the Saturday program is for survivors of suicide loss, support group facilitators, mental health professionals, and others interested in sharing and understanding the loss and grief following a suicide. The goal is to provide loss survivors with information and resources to help with their individual journeys through loss, grief and healing and to assist mental health professionals and other caregivers in understanding the needs of loss survivors.

How do we survive the death of a loved one by suicide and understand the grieving process? Hear survivors of suicide loss sharing their experience and feelings. What can we do to cope with and survive a suicide attempt? How do we resolve the question "Why?"

In addition to the specific benefits listed for each level of support, all conference sponsors will receive exposure in the conference program and conference mobile app and will have networking opportunities with attendees throughout the three-day conference.

At the 2018 Conference on Suicide, we are anticipating over 300 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.

YOUR SPONSORSHIP is an opportunity for high community visibility and exposure of your organization or business to many mental health professionals who treat and work in the field of suicidology.

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

Learn more at KevinsSong.org

2018 SPONSORSHIP OPTIONS

PRESENTING SPONSOR - \$30,000

Presenting Sponsor of the 3rd Annual Kevin's Song Conference On Suicide

- Promotional video to be shown at the opening session each day of the Conference
- Your logo will be scrolled on our website
- Color full-page ad on back cover of the Conference Program
- Exhibit table in Resource Gallery
- (6) Registrations to the Conference
- Banner ad on conference-specific web pages
- One insert or promotional item for conference bags and for concert attendees
- Your business or organization will be acknowledged prominently in the lobby and Exhibitors Gallery during the Conference as well as in Press Releases for the Conference

V.I.P. RECEPTION SPONSOR - \$15,000

Help us recognize and honor our important community resource partners Thursday evening in the Garden Gallery

- Promotional video to be shown at the Thursday evening cocktail reception
- Your logo will be scrolled on our website
- Color full-page ad in the Conference Program
- Exhibit table in Resource Gallery
- (4) Registrations to the Conference
- Banner ad on conference-specific web pages
- One insert or promotional item in attendee conference bags
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference as well as in Press Releases for the Conference

HOSTING SPONSOR - \$10,000

Hosting Sponsors will be acknowledged during the sponsored Conference day. One available for each of the 3 Conference days

- Promotional video to be shown at Opening Plenary Session
- Your logo will be scrolled on our website
- Color full-page ad in the Conference Program
- Exhibit table in Resource Gallery
- (4) Registrations to the Conference
- Banner ad on conference-specific web pages
- One insert or promotional item in attendee conference bags
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference as well as in Press Releases for the Conference

KEYNOTE SPONSOR - \$7,500 (6 available)

Presenting Sponsor for Keynote and featured Speakers and Presenters

- Invitation to introduce one of the Keynote or featured Speakers at a Plenary Session
- Your logo will be scrolled on our website
- Full-page ad in the Conference Program
- Exhibit table in Resource Gallery
- (4) Registrations to the Conference
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference as well as in Press Releases for the Conference

CONFERENCE PARTNER - \$5,000

As a Conference Partner, there are a number of targeted sponsorship opportunities available at this level

- Your logo will be scrolled on our website
- 1/2-page ad in the Conference Program
- (1) Exhibit table in Resource Gallery
- (2) Registrations to the Conference
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference as well as in Press Releases for the Conference

CONTRIBUTING SPONSOR - \$2,500

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

SUSTAINING SPONSOR - \$1,500

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

SUPPORTING SPONSOR - \$1,000

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

FRIEND - \$500

- Your logo will be scrolled on our website
- You will be acknowledged in the Conference Program
- (1) 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@kevinsong.org (313) 236-7109 or go to Kevinssong.org

You will be contacted with program message requirements and deadlines. Kevin's Song is a 501(c)(3) nonprofit organization. Your contribution is tax-deductible to the extent allowed by law.

JOIN US AND BE PART OF THIS IMPORTANT WORK

Learn more at Kevinssong.org



A CONFERENCE ON SUICIDE: CONFRONTING A PUBLIC HEALTH CRISIS

2018 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):

- | | |
|--|--|
| <input type="checkbox"/> PRESENTING SPONSOR - \$30,000 | <input type="checkbox"/> V.I.P. RECEPTION SPONSOR - \$15,000 |
| <input type="checkbox"/> HOSTING SPONSOR - \$10,000 | <input type="checkbox"/> KEYNOTE SPONSOR - \$7,500 |
| <input type="checkbox"/> CONFERENCE PARTNER - \$5,000 | <input type="checkbox"/> CONTRIBUTING SPONSOR - \$2,500 |
| <input type="checkbox"/> SUSTAINING SPONSOR - \$1,500 | <input type="checkbox"/> SUPPORTING SPONSOR - \$1,000 |
| <input type="checkbox"/> FRIEND - \$500 | |

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

Credit Card: Visa Master Card

Credit Card Number : _____ Exp Date: ____/____

Please Mail To: KEVIN'S SONG • 21 Kercheval Ave., Suite 271 • Grosse Pointe Farms, MI 48236

Learn more at KevinsSong.org



A CONFERENCE ON SUICIDE: CONFRONTING A PUBLIC HEALTH CRISIS

AD SUBMISSION GUIDELINES

Please Submit Your Ad by October 15, 2018

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:

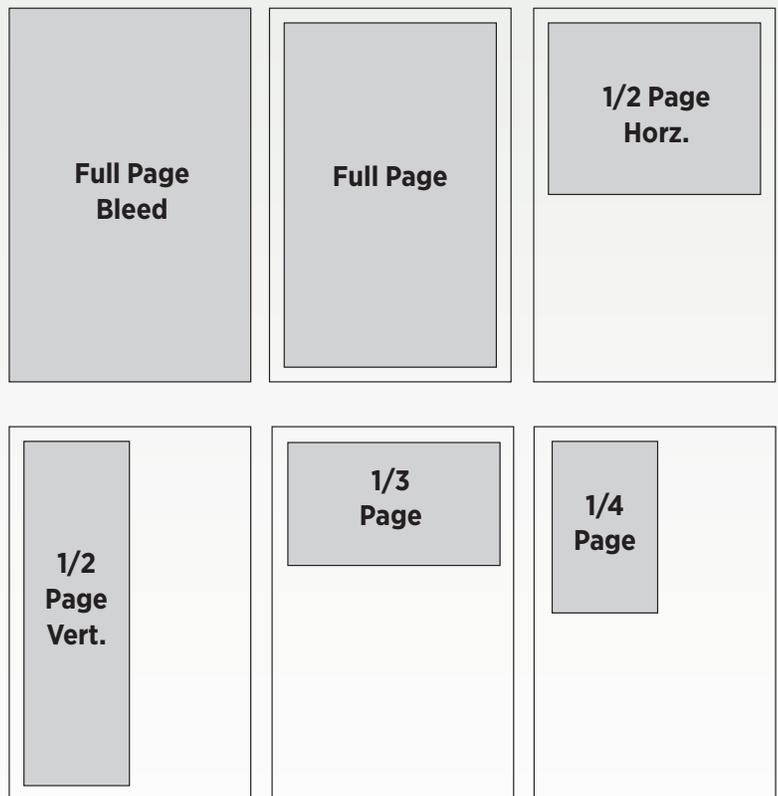
Ad Size (live area): 7.83" x 3.44"

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 websites are generally saved at a much lower resolution than is required for printing and are not usable.

Learn more at KevinsSong.org