

SPONSOR & EXHIBITOR 2022 OPPORTUNITIES

2022 | 6TH ANNUAL CONFERENCE ON SUICIDE



EQUITY & EQUALITY IN SUICIDE PREVENTION

EXPANDING THE CONVERSATION AND OFFERING SOLUTIONS

JANUARY 27-29, 2022



SURVIVING SUICIDE -



For its Sixth Annual Conference on Suicide, Kevin's Song is going VIRTUAL again 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.

This Conference is recognized by many to be the premier behavioral health conference dedicated to suicide

prevention in southeastern Michigan and throughout the Great Lakes region.

At the 2022 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.**

2022 CONFERENCE GOALS AND OBJECTIVES

A Conference on Suicide: Equity and Equality in Suicide Prevention - Expanding the Conversation and Offering Solutions. Join us as we explore solutions to the challenges that contribute to inequities and inequalities in our systems and in ourselves. By expanding our conversation that began at last year's conference, conference attendees will dig deeper to look for solutions to increases in suicide and suicidal attempts in diverse communities with a focus on what prevention models, evidence based training programs and treatment modalities are making a difference. How has the pandemic impacted the rate of suicide and affected equal access to mental health services. What

other factors like social unrest may lead to an increased suicide risk for certain populations? Social distancing and quarantines or fear of harm may cause individuals to experience feelings of social and emotional isolation and trigger those currently dealing with suicidal thoughts. Research shows the social and economic fallout from these events may amplify the risk for some people even long after the events have occurred. Join Kevin's Song as we expand the conversation about suicide, prevention and treatment in the hope of addressing these concerns and finding new and effective solutions for those who need them most.



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



EXPANDING THE CONVERSATION AND OFFERING SOLUTIONS



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.

On Thursday & Friday, January 27-28, 2022

A Conference on Suicide: Equity and Equality in Suicide Prevention –

Expanding the Conversation and Offering Solutions, Join us as we expand our conversation about Equity and Equality in Suicide Prevention that began at last year's conference, digging deeper to look for solutions to access risk, manage those in crisis, console survivors and share resources. Whether you're new to the topic of suicide prevention or have been involved in the field for years, you will be inspired by our diverse group of national and local experts who will share their fresh perspectives on suicide as it intersects with race, ethnicity, gender, socioeconomic status, and sexual orientation.



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.*



Goal: The goal is to assist schools and school district employees and college and university staff to 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.

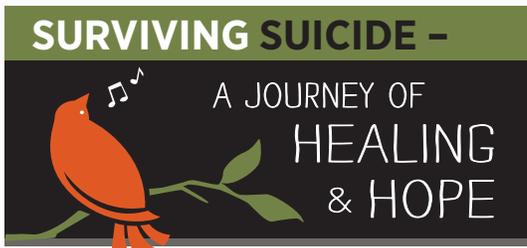
On Thursday, January 27, 2022, as part of the Kevin's Song Conference on Suicide, Kevin's Song will host the Third Annual School Summit inviting public, independent, parochial and charter school educators to attend. This year's school summit will build on the main conference theme of Expanding the Conversation and Offering Solutions. Come to hear from experts who are well versed in helping young people in all age groups who feel marginalized and discuss ways that these young people can become healthy and heard.



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.*



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.

On Saturday, January 29, 2022, 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.

A compendium of survivor stories will be presented to attendees. In addition, a live streamed discussion on surviving a suicide loss will be live-streamed and available to the general public via social media.



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.*

Who Will Be Attending:

Participants in the 2022 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 2022 Kevin's Song VIRTUAL Conference on Suicide will provide a unique outreach and marketing opportunity – digital access to professionals and lay persons 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 2022 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 behavioral health.

- *Your financial support allows Kevin's Song to offer affordable access to the conference to an ever-increasing and diverse audience.*
- *Financial support also enables Kevin's Song to assemble its roster of renowned leaders and dynamic experts to discuss suicide as a public health crisis.*
- *As a major sponsor, your organization can help Kevin's Song to make a difference in the lives of people struggling with thoughts of self harm and together can offer hope and healing to those most affected by the loss of a loved one.*

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 **Leo Nouhan** at Leo@kevinsong.org

Learn more at KevinsSong.org

HOW WILL SPONSORS BE RECOGNIZED

Streaming of Sessions – The 2022 Kevin’s Song VIRTUAL Conference on Suicide and the School Summit will be streamed live to participants. Sponsors will be recognized with a promotional video at the opening of each day of the conference. 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 program 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 6th Annual Kevin’s Song Conference On Suicide (2 available)

Presenting Sponsor of the 2022 School Summit (1 available)

Presenting Sponsor for Surviving Suicide - A Journey of Hope and Healing (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
- 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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2022 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, SCHOOL SUMMIT
OR SURVIVOR PROGRAM - \$10,000

CONTRIBUTING SPONSOR - \$2,500

SUSTAINING SPONSOR - \$1,500

KEYNOTE SPEAKER SPONSOR -
\$7,500

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 7th, 2022

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:

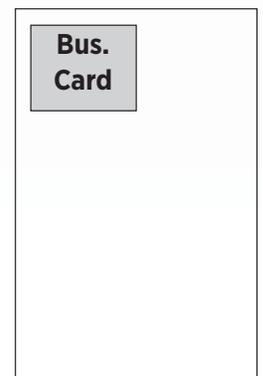
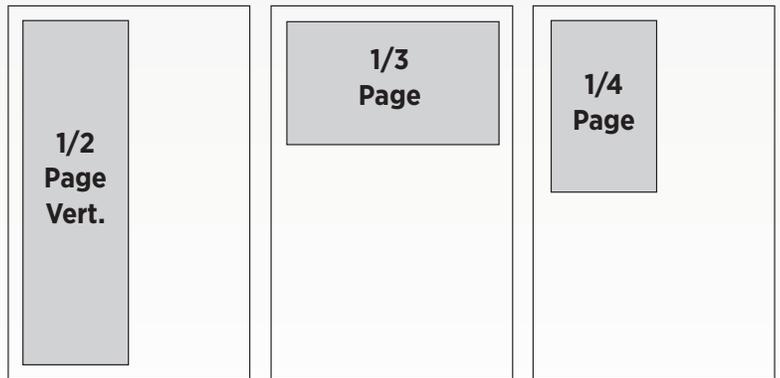
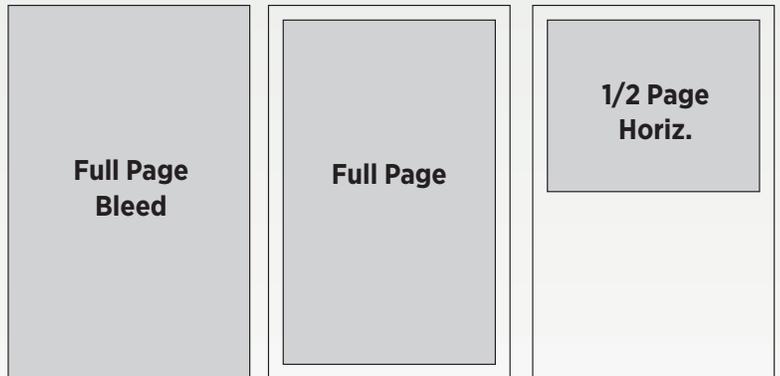
Ad Size (live area): 7.83" x 3.44"

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.