



CONFERENCE ON SUICIDE: BUILDING ROADS TO A BETTER TOMORROW

January 26 - 28, 2023 | St. John's Resort in Plymouth, MI

2023 SPONSORSHIP OPPORTUNITIES

For its **7th Annual Conference on Suicide**, Kevin's Song is returning to a live, in-person event, again bringing together 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 this premier 3 Day Statewide Conference on Suicide, ***we are anticipating over 400 educators, mental health professionals, business and community leaders, as well as members of the public, survivors of suicide loss, and attempt survivors*** to discuss suicide as a public health crisis in an effort to better understand and prevent suicide and how together, we can build pathways to better models of prevention and treatment and

SAVE LIVES.

Who's Invited

Participants in the 2023 Conference on Suicide and the School Summit Program will gather in-person from all around the State of Michigan - from Metro Detroit to Marquette and from Grand Rapids to Bay City.

Participants will include:

- Educators / Teachers
- Parents / Family Members
- Clinicians and Medical Professionals
- Crisis Center Workers
- First Responders
- Policymakers
- Loss Survivors
- Employers/Human Resource Professionals
- Veterans and Veteran Support Groups
- Survivors of Suicide Attempts
- Members of the General Public
- Professional Trainees and Students



Learn more at KevinsSong.org



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ABOUT THE CONFERENCE...

On Thursday, January 26, 2023, as part of the Kevin's Song Conference on Suicide, Kevin's Song will host its 4th Annual **The School Summit** that will bring together public, independent, parochial and charter schools to share best practices in suicide awareness and prevention. Educators and mental health professionals who work with young people will learn about creative, innovative programs that are bringing mental health and suicide awareness to students, teachers and parents throughout Michigan.

Thursday will also mark the first **Professional Trainee and Student Symposium on Suicide** - an intense half-day course on suicide, prevention and treatment from educators, researchers, policymakers and clinicians providing professional trainees and students with basic but crucial information about suicide and its impact on individuals and communities. This half day program is important for trainees entering into professional health fields as well as professionals who are either working with trainees or those who are continuing their

On Friday, January 27, 2023 the Conference will include an array of powerful presentations that will challenge the conventions of suicide prevention and treatment and challenge attendees to rethink how suicide and risk of self-harm can be better assessed, prevented and treated. Topics will include: a dialogue on current prevention efforts and ideas for the future, prevention in the workplace, the impact of 988, innovations in crisis management and treatment, and community efforts to reduce and eliminate stigma.

On Saturday, January 28, 2023, the focus of the Conference is on survivors of suicide loss and helping them to cope with their grief following the suicide of a loved one. The program is also for those with a lived experience of a suicide attempt and to help the people that love and support them.

Featured this year will be a compelling presentation from Kevin Berthia and Kevin Briggs, two nationally known champions of suicide prevention and survival, whose message will be inspirational and a source of hope and healing. The day will conclude with a presentation about surviving the grief of suicide loss and facilitated loss support groups for attendees.



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

SPONSOR OPPORTUNITIES - MAXIMUM PUBLIC VISIBILITY

The 2023 Kevin's Song Conference on Suicide will provide 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. Thursday's SCHOOL SUMMIT will also provide 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 2023 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.

HOW WILL SPONSORS BE RECOGNIZED



Streaming of Sessions -

Portions of the Kevin's Song Conference on Suicide and the School Summit will be streamed for remote viewing immediately following the event. Major Sponsors (Presenting, VIP Reception, Keynote, and Conference Partners) will be recognized on streaming content of selected Conference and School Summit sessions which will be accessible on our website (www.kevinsong.org) and the website of WTVS Detroit Public Television (www.dptv.org).



The Resource Gallery

will be located in a prime traffic area, providing maximum exposure of your brand for recognition by those in attendance.

SPONSORS and Exhibitors 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 SPONSORS and exhibiting partners additional direct access to attendees, speakers and presenters.



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



Email Marketing -

The Conference 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 Printed Program & Shared Materials

The printed Conference Program and other distributed materials will contain sponsor information and will be distributed to all attendees and will be accessible on our website following the conference.

Portions of the Conference and School Summit will be available for streaming on our website (www.kevinsong.org) and the website of WTVS Detroit Public Television (www.dptv.org) where major Sponsors will be acknowledged.



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.



Signage at the Conference and School Summit will afford Sponsors with additional opportunities for brand visibility in the Resource Gallery and throughout the event venue.

YOUR SUPPORT WILL GREATLY ENHANCE
THE POWER OF THIS CONFERENCE TO SAVE LIVES.

Learn more at KevinsSong.org

2023 SPONSORSHIP LEVELS

■ CONFERENCE PRESENTING SPONSOR - \$10,000

Presenting Sponsor of the 7th Annual Kevin's Song Conference On Suicide: Advocacy in Action (2 available)

Presenting Sponsor of the 4th Annual School Summit (1 available)

Presenting Sponsor for Surviving Suicide - A Journey of Hope and Healing (1 available)

- Promotional video to be shown at the opening session each day of the Conference
- Your logo will be scrolled on our website
- **Recognition on streaming content of conference accessible on our website (www.kevinssong.org) and the website of WTVS Detroit Public Television (www.dptv.org)**
- Color full-page ad on the inside cover of the Conference Program or other prominent position in the Program
- Exhibit table in Resource Gallery
- (5) Registrations to the Conference
- Banner ad on conference page on kevinssong.org
- One insert or promotional item for conference bags
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference and School Summit as well as in Press Releases for the Conference

■ STUDENT SYMPOSIUM PRESENTING SPONSOR - \$10,000

Presenting Sponsor of the 2023 Student Symposium (2 available)

- Promotional video to be shown at the opening session of the School Summit
- Your logo will be scrolled on our website
- **Recognition on streaming content of conference accessible on our website (www.kevinssong.org) and the website of WTVS Detroit Public Television (www.dptv.org)**
- Color full-page ad in the School Summit/Conference Program
- Exhibit table in Resource Gallery
- (5) Registrations to the Conference
- Banner ad on conference page on kevinssong.org
- One insert or promotional item for School Summit/Conference bags
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference and School Summit as well as in Press Releases for the Conference

■ CONFERENCE V.I.P. RECEPTION SPONSOR - \$7,500

Help us recognize and honor our Sponsors and important community resource partners Thursday evening in the Garden Gallery (2 available)

- Your logo will be scrolled on our website
- **Recognition on streaming content of conference accessible on our website (www.kevinssong.org) and the website of WTVS Detroit Public Television (www.dptv.org)**
- Full-page ad in the Conference Program
- Exhibit table in Resource Gallery
- (3) Registrations to the Conference
- 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 and School Summit as well as in Press Releases for the Conference

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 KevinSong.org

You will be contacted with program message requirements and deadlines.

■ CONFERENCE and SCHOOL SUMMIT KEYNOTE SPEAKER SPONSOR - \$7,500

Sponsor a Keynote Speaker at the Conference, School Summit or Survivor Program (10 available)

- 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
- **Recognition on streaming content of conference accessible on our website (www.kevinssong.org) and the website of WTVS Detroit Public Television (www.dptv.org)**
- Exhibit table in Resource Gallery
- (3) Registrations to the Conference
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference and School Summit as well as in Press Releases for the Conference

■ CONFERENCE and SCHOOL SUMMIT PARTNER SPONSOR - \$5,000

- Your logo will be scrolled on our website
- 1/2-page ad in the Conference Program
- **Recognition on streaming content of conference accessible on our website (www.kevinssong.org) and the website of WTVS Detroit Public Television (www.dptv.org)**
- (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 and School Summit

■ CONFERENCE and SCHOOL SUMMIT 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) Registration to the Conference
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference and School Summit

■ CONFERENCE and SCHOOL SUMMIT 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
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference and School Summit

■ CONFERENCE and SCHOOL SUMMIT 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
- Your business or organization will be acknowledged prominently in the lobby and Resource Gallery during the Conference and School Summit

■ CONFERENCE and SCHOOL SUMMIT FRIEND / EXHIBITOR - \$500

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

Learn more at KevinSong.org



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2023 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"/> CONFERENCE PRESENTING SPONSOR - \$10,000 | <input type="checkbox"/> CONFERENCE and SCHOOL SUMMIT CONTRIBUTING SPONSOR - \$2,500 |
| <input type="checkbox"/> STUDENT SYMPOSIUM SPONSOR - \$10,000 | <input type="checkbox"/> CONFERENCE and SCHOOL SUMMIT SUSTAINING SPONSOR - \$1,500 |
| <input type="checkbox"/> CONFERENCE V.I.P. RECEPTION SPONSOR - \$7,500 | <input type="checkbox"/> CONFERENCE and SCHOOL SUMMIT SUPPORTING SPONSOR - \$1,000 |
| <input type="checkbox"/> CONFERENCE and SCHOOL SUMMIT KEYNOTE SPEAKER SPONSOR - \$7,500 | <input type="checkbox"/> CONFERENCE and SCHOOL SUMMIT FRIEND / EXHIBITOR - \$500 |
| <input type="checkbox"/> CONFERENCE and SCHOOL SUMMIT PARTNER SPONSOR - \$5,000 | |

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

Credit Card: Visa Master Card

Credit Card Number : _____ Exp Date: ____/____ CVV _____

Please scan and email to: Leo Nouhan at Leo@Kevinssong.org OR
 Mail To: KEVIN'S SONG • 21 Kercheval Ave., Suite 345 • Grosse Pointe Farms, MI 48236

Learn more at KevinSong.org



CONFERENCE ON SUICIDE: BUILDING ROADS TO A BETTER TOMORROW

AD SUBMISSION GUIDELINES

Please Submit Your Ad by January 6th, 2023

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:

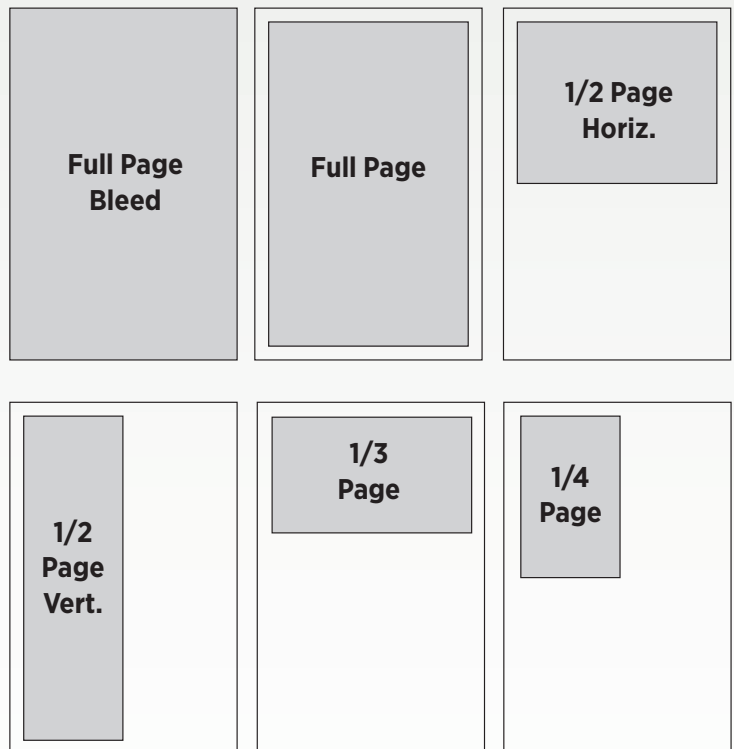
Ad Size (live area): 7.83" x 3.44"

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