

2024 SPONSORSHIP OPPORTUNITIES



January 25 - 27, 2024
St. John's Resort in Plymouth, MI

Who's Invited

Participants in the 2024 Conference on Suicide 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:

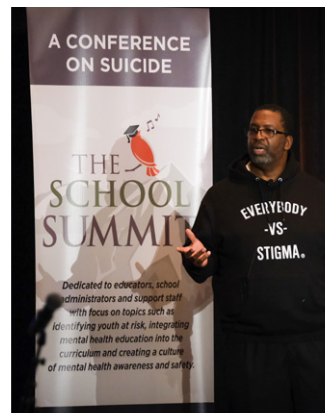
- Educators / Teachers
- Parents / Family Members
- Psychologists / Social Workers / Licensed Counselors
- Physicians / Nurses / Medical Professionals
- Crisis Center Workers
- First Responders / Law Enforcement
- Policymakers
- Loss Survivors
- Employers/Human Resource Professionals
- Veterans and Veteran Support Groups
- People with Lived Experience
- Members of the General Public
- Professional Trainees and Students

Michigan's largest and widely respected conference directly focusing on suicide — the **Kevin's Song 8th Annual Conference on Suicide: Continuing the Conversation . . .** returns January 25 - 27, 2024 at the St. John's Resort located at 44045 Five Mile Rd. in Plymouth. Presentations will feature a roster of prominent local and national speakers discussing the latest in suicide research, treatment and prevention. A variety of keynote and breakout sessions will be offered each day providing many options to learn about evidenced-based prevention programs, tools and treatments aimed at assisting at-risk individuals and communities.

As the literature has shown, educators and medical professionals, including those in the behavioral health sectors – either do not receive enough or any formal education about suicide during their training years. As we know, suicide is a leading cause of death in many age groups and within our own state, but we have not been making great strides in decreasing rates.

The desire to provide more education to all groups is why Kevin's Song has taken a lead in Michigan with this three-day conference to

SAVE LIVES.



QR CODE
HERE

Learn more at KevinsSong.org

Training Day

A variety of Pre-Conference training sessions for clinicians will be offered on **Wednesday, January 24, 2024** including Safe Talk, QPR and AMSR.

DAY
1

On Thursday, January 25, 2024, the first day of this bold and comprehensive conference will focus on integrating schools, youth-serving organizations and clinicians to promote Suicide Prevention and mental well-being. Presentations will appeal to educators, mental health professionals and suicide prevention advocates who work with young people to build awareness and to share prevention strategies that are tailored to this diverse population.

DAY
2

On Friday, January 26, 2024, the second day of the Conference will include an array of powerful presentations that engage clinicians and suicide prevention advocates to enhance their knowledge and skills to prevent suicide. Attendees will hear the latest in research about suicide and risk assessment as well as evidenced-based treatments and prevention strategies to better serve individuals and communities at risk.

In addition, on **Friday, January 26, 2024**, a complimentary registration will be offered to any student or professional trainee in a mental health or medical related field of study in a Michigan university or college program. These students will be provided with basic, but crucial information about suicide, how to identify, assess and work with people at risk for suicide, in line with healthcare regulatory standards, such as The Joint Commission's National Patient Safety Goal for Suicide Prevention.

DAY
3

On Saturday, January 27, 2024, Kevin Song presents its **Journey of Healing and Hope** - focusing on survivors of suicide. The stories of loss survivors and those with a lived experience will help to ease the pain for those often suffer alone and in silence. These stories will also address how to manage grief offer hope to those who have suffered a loss and those who love and support them. Following the survivor presentations, attendees will have an opportunity to meet privately in group support sessions facilitated by mental health professionals.

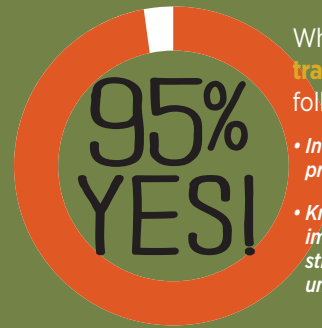


Throughout the three-day conference, attendees may visit the Memorial Forest - a quiet place dedicated to those whose lives were prematurely

ended. It is a place of solace, in the middle of a busy conference center, filled with lighted trees adorned with the names of those loss and those honored. Attendees are invited to remember their loved ones with a personalized ornament.

Applications for continuing education credits are being prepared for Addiction Professionals, Educators and School Counselors, Licensed Professional Counselors, Nurses, and Social Workers.

2023 Annual Conference Attendees Said:



When asked if the **information** and **training** helped them achieve the following learning objectives:

- **Increased knowledge on suicide risk factors, prevention strategies, treatment alternatives**
- **Knowledge of cultural influences that impact diverse communities and treatment strategies that address factors that are unique to these communities.**

"It has been my honor to attend each and every one of these annual events, and moreover, my attendance has enabled me to witness firsthand the growth and the energy generated by this meeting. The good that they are accomplishing on behalf of those bereaved by suicide and others is considerable and occurs year-round; their footprint is in Michigan, where they have risen to prominence as an influential suicide prevention organization, and it is growing beyond Michigan regionally and nationally."

Thomas E. Joiner, Ph.D.,
The Robert O. Lawton Distinguished Professor of Psychology

"I have been involved with the Kevin's Song conference for quite a few years and have watched it grow from a small, tightly knit local effort to a large, tightly knit national effort. Each year this conference gets bigger and each year more amazing things happen because of this conference."

Bart Andrews, Ph.D.,
Chief Clinical Officer, BHR

Media Outreach:

The 2023 Conference on Suicide had over 335 online, print and broadcast media articles and interviews within the state of Michigan and throughout the midwest.

The Facebook livestream of Saturday's Surviving Suicide: A Journey of Healing and Hope, produced by Detroit Public Television, had 11 crossposting partners and had over 2000 views for the 60 minute program.



*Average Facebook engagement rate across industries is 3.6%

REGISTRATION OPENS IN OCTOBER 2023 | KevinsSong.org

SPONSOR OPPORTUNITIES - MAXIMUM PUBLIC VISIBILITY

The 2024 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 program will also provide access to an assembly of educators, school administrators, mental health professionals and community policymakers whose focus is on the mental health and wellness and welfare of young people around the State of Michigan.

At the 2024 Conference on Suicide, we are anticipating over 400 attendees from around the state of Michigan, including mental health professionals, physicians and nurses, educators, first responders, veterans as well as

business and community leaders 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 highly regarded, state-wide conference has increased every year.

Your support will also help survivors of a suicide loss and those with a lived experience to find support in their journey of healing and hope.

YOUR SPONSORSHIP presents an opportunity for high community visibility and exposure of your organization or business to support mental health awareness and access - to help prevent suicide - and

SAVE LIVES.

HOW WILL SPONSORS BE RECOGNIZED



Streaming of Sessions -

Portions of the Kevin's Song Conference on Suicide will be live-streamed for viewing during the event. Major Sponsors (Presenting, VIP Reception, Keynote, and Conference Partners) will be recognized on streaming content which will be accessible on Facebook page and our website (www.kevinssong.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 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.



Strategic Media Relations Campaign

To build awareness and recognition for the Conference and its sponsors, the media campaign will include regional and local newspapers, professional publications and website exposure.



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

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 KevinsSong.org

2024 SPONSORSHIP LEVELS

Your business or organization will be acknowledged prominently in the Conference Program and in the Resource Gallery during the Conference.

■ CONFERENCE PRESENTING SPONSOR - \$10,000

Presenting Sponsor of the 8th Annual Kevin's Song Conference on Suicide: Continuing the Conversation . . . (2 available)

Presenting Sponsor for the Thursday Youth Suicide Awareness and Prevention Program (2 available)

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

- 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 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 Press Releases

■ CONFERENCE RECEPTION SPONSOR - \$7,500

Help us recognize and honor our Sponsors and important community resource partners on Thursday evening at a Cocktail Reception or for Dinner and Entertainment on Friday evening (2 available)

- Your logo will be scrolled on our website
- Full-page ad in the Conference Program
- Exhibit table in Resource Gallery
- (3) Registrations to the Conference
- Your business or organization will be acknowledged prominently in Press Releases

■ CONFERENCE LUNCHEON SPONSOR - \$7,500

Sponsor the luncheon for the attendees or sponsor the Friday luncheon for students and professional trainees (3 available)

- Your logo will be scrolled on our website
- Full-page ad in the Conference Program
- Exhibit table in Resource Gallery
- (3) Registrations to the Conference
- Your business or organization will be acknowledged prominently in Press Releases

■ CONFERENCE KEYNOTE SPEAKER SPONSOR - \$7,500

Sponsor the luncheon for the Thursday School Summit attendees, the student attendees on Friday or the Friday Conference general attendees (3 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
- Exhibit table in Resource Gallery
- (3) Registrations to the Conference
- Your business or organization will be acknowledged prominently in Press Releases

■ CONFERENCE PARTNER SPONSOR - \$5,000

Your sponsorship will enable Kevin's Song to keep the conference affordable and fulfill its mission to empower communities to prevent suicide.

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

■ MEMORIAL FOREST SPONSOR - \$2,500

Help us provide a safe and quiet retreat during the conference to honor loved ones lost to suicide and attempt survivors (2 available)

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

■ CONFERENCE CONTRIBUTING SPONSOR - \$2,500

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

■ CONFERENCE SUSTAINING SPONSOR - \$1,500

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

■ CONFERENCE SUPPORTING SPONSOR - \$1,000

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

■ CONFERENCE FRIEND SPONSOR - \$500

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

■ EXHIBITOR TABLE ONLY - \$200

- Exhibit table in Resource Gallery if available, or in the adjacent overflow exhibit area.

Table locations in the Resource Gallery are reserved for sponsors of the conference, on a first-come, first-served basis and then assigned to Exhibitors only. As an Exhibitor ONLY, your non-profit organization may qualify for a complimentary table at the 2024 KS Conference on Suicide. If you would like to be considered for a complimentary table, please contact JOANN BROWN at Jfbbrown4@gmail.com

■ RESOURCE GALLERY

- 6' table and 2 chairs Thursday and Friday
- Maximum of 2 people at the booth
- Breakfast and box lunch for 2 people provided

Learn more at KevinsSong.org

2024 SPONSORSHIP FORM

Please print and make sure everything reflects how you would like your organization to appear in the event materials. Also, In your submission, please include a digital copy of your logo.

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 - \$10,000:
<input type="checkbox"/> THURSDAY -YOUTH PROGRAM
<input type="checkbox"/> FRIDAY GENERAL PROGRAM | <input type="checkbox"/> CONFERENCE KEYNOTE
SPEAKER SPONSOR - \$7,500 | <input type="checkbox"/> CONFERENCE SUSTAINING
SPONSOR - \$1,500 |
| <input type="checkbox"/> SURVIVING SUICIDE PROGRAM
SPONSOR - \$10,000 | <input type="checkbox"/> CONFERENCE PARTNER
SPONSOR - \$5,000 | <input type="checkbox"/> CONFERENCE SUPPORTING
SPONSOR - \$1,000 |
| <input type="checkbox"/> CONFERENCE RECEPTION
SPONSOR - \$7,500 | <input type="checkbox"/> MEMORIAL FOREST SPONSOR - \$2,500 | <input type="checkbox"/> CONFERENCE FRIEND - \$500 |
| <input type="checkbox"/> CONFERENCE LUNCHEON
SPONSOR - \$7,500 | <input type="checkbox"/> CONFERENCE CONTRIBUTING
SPONSOR - \$2,500 | <input type="checkbox"/> EXHIBITOR SPONSOR ONLY - \$200 |

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

AD SUBMISSION GUIDELINES

Please Submit Your Ad by January 5th, 2024

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"

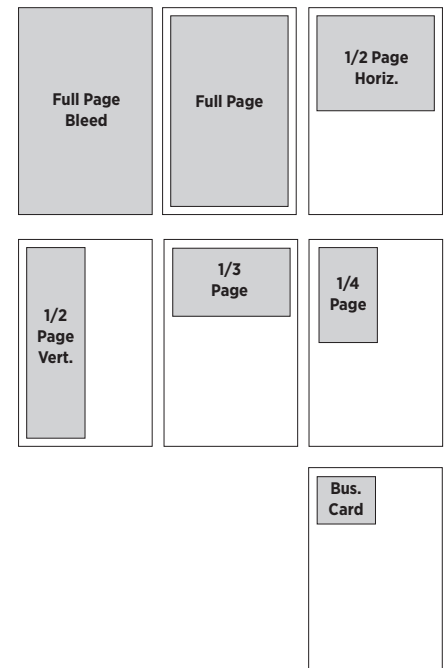
Business Card Ad Horizontal:

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