



2027 EXHIBITOR, MARKETING & SPONSORSHIP OPPORTUNITIES



ADVANCING SUICIDE PREVENTION:



11th ANNUAL
**SUICIDE PREVENTION
EDUCATION SUMMIT**
www.KevinsSong.org

**JANUARY
26-28, 2027**

SAINT JOHN'S RESORT
PLYMOUTH, MICHIGAN

Who's Invited

Participants in the **11th Annual Kevin's Song Suicide Prevention Education Summit** 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:

- Mental and Behavioral Health Clinicians
- Medical Professionals
- Educators
- Employers
- Human Resource Professionals
- Business Leaders and Policymakers
- First Responders
- Veterans and Veteran Support Groups
- Suicide Prevention Organizations
- Health System Professionals
- Loss Survivors and People with Lived Experience
- Clergy and Faith Leaders

Michigan's largest and widely respected symposium directly focusing on suicide — the Kevin's Song 11th Annual Suicide Prevention Education Summit – Advancing Suicide Prevention: Research, Practice, Community and Organizational Impact – returns January 26 – 28, 2027 to St. John's Resort located at 44045 Five Mile Rd. in Plymouth, Michigan.

Drawing on its rich history of education about suicide and prevention, this 11th annual summit will offer a variety of keynote and breakout sessions providing many options to learn about evidence-based prevention programs as well as practical and effective tools and treatments aimed at assisting at-risk individuals, organizations and communities. The summit will also provide support for survivors of suicide loss and those with a lived experience of suicide.

In 2027, one of the focuses of the Summit will be on suicide and substance abuse in the workplace and the increased risk to working-age men. The desire to provide more education to clinicians, first responders, employers and business leaders,

suicide prevention advocates, educators, and to people directly impacted by suicide loss is why Kevin's Song has taken a lead in Michigan for the past 11 years, with its annual educational summit to

SAVE LIVES.

Again this year, the **Community Mental Health Association of Michigan (CMHA)** will join Kevin's Song as a partner in the 2027 Kevin's Song Education Summit – *"One of the most comprehensive, expert-filled, and well attended suicide-focused conferences in the Great Lakes region."*



Learn more at KevinsSong.org



“Rooted in a legacy of resilience and hope, this suicide prevention summit looks ahead to a horizon filled with transformative possibility. We gather not only to honor the journey that brought us here, but to forge bold paths forward.”

Jennifer Margraf

Executive Director of Kevin's Song

2026 Attendees Who Returned Evaluations Said:

100% YES!

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

DAY 1

On Tuesday, January 26, 2027, the Education Summit begins with a focus on survivors of suicide loss and individuals with lived experience. This full-day program will feature presentations and personal storytelling from loss survivors, along with opportunities to connect and participate in support groups facilitated by mental health professionals. The day will conclude with a meaningful closing ceremony designed to support survivors as they navigate their journeys through loss and grief and toward hope and healing.

DAY 2

On Wednesday, January 27, 2027, the Summit program will include an array of powerful presentations that engage attendees to enhance their knowledge, and provide strategies to prevent suicide and address suicide loss in their places of employment and within their organizations and communities. Attendees will hear the latest in research about suicide and risk assessment, as well as evidence-based treatments, prevention and postvention strategies to better serve individuals and communities at risk.

DAY 3

On Thursday, January 28, 2027, the Youth Mental Health and School Summit will focus on integrating schools, together with 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 and organizations who work with young people to build awareness and to share prevention strategies that are tailored to this diverse and at-risk population.



Throughout the education summit, 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 lost 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, Social Workers, Law Enforcement Officers and Human Resource Professionals.

Media Outreach:

The 2026 Education Summit had over 300 online, print and broadcast media articles and interviews within the state of Michigan and throughout the midwest.

5,471 TOTAL FACEBOOK & INSTAGRAM ENGAGEMENTS
36,600 SOCIAL MEDIA ORGANIC REACH
115 ESTIMATED ONLINE MEDIA ARTICLES

Attendee Demographics:

375 REGISTRANTS
115 FROM **38** EDUCATORS SCHOOL DISTRICTS
250 CLINICIANS AND SUICIDE PREVENTION ADVOCATES
48 LOCAL & NATIONAL PRESENTERS
40 ORGANIZATIONS IN RESOURCE GALLERY

REGISTRATION OPENS IN NOVEMBER 2026 | KevinsSong.org

KEVIN'S SONG



MISSION:

*Saving Lives Through Suicide
Prevention Education And Offering
Hope And Healing To Survivors.*

Your Sponsorship Donation To The Kevin's Song Education Summit Enable Kevin's Song:

- » To offer an affordable opportunity to educate individuals to recognize warning signs and assess those at risk for suicide
- » To support survivors of suicide loss and attempt survivors
- » To share evidence-based, culturally competent and innovative prevention and treatment strategies
- » To provide resources to those at risk for suicide, and
- » To reduce the stigma surrounding suicide



MENTAL HEALTH SERVICES

Your sponsorship enables Kevin's Song to provide valuable information that can help individuals access therapy, support groups, and other mental health resources, especially those in underserved communities.



EDUCATION

The annual Education Summit provides training opportunities for professionals (teachers, first responders, healthcare providers) to equip them with the skills to identify and respond to individuals struggling with suicidal thoughts and to support and help those who have survived a suicide or suffered the loss of a loved one to suicide.

The Kevin's Song Education Summit provides support programs for those who have lost a loved one to suicide, providing sessions on grief counseling and resources for those struggling with a loss.

LOSS SUPPORT



Your financial support of the Kevin's Song Education Summit enables us to expose attendees to the latest research, from national and local experts in the field, into the causes of suicide, the effectiveness of different prevention strategies, and the development of new, evidence-based interventions.



SUICIDE PREVENTION RESEARCH



RAISING AWARENESS

Your sponsorship donations help Kevin's Song and other suicide prevention advocates to reduce the stigma associated with mental health issues and suicide, encouraging open conversations and help-seeking.



BUILDING COMMUNITY COALITIONS

Attendees at the annual Kevin's Song Education Summit are able to develop and support partnerships with other organizations, creating a stronger network of support for individuals at risk.

Sponsorship funds are used by Kevin's Song to develop and deliver information and education about suicide in schools, workplaces, and communities to teach educators, clinicians, and community members how to recognize warning signs and support those at risk.



ASSESSING RISK

By sponsoring the Kevin's Song Education Summit, sponsors are directly contributing to a comprehensive approach that addresses the multifaceted nature of suicide, the importance of prevention, treatment and postvention services. Your sponsorship offers hope and support to individuals and communities affected by suicide and promotes access to mental health services and suicide prevention – to

SAVE LIVES.

Learn more at KevinsSong.org

SPONSOR & EXHIBITOR OPPORTUNITIES >> MAXIMUM PUBLIC VISIBILITY

The 2027 Kevin's Song Suicide Prevention Education Summit will provide unique outreach, marketing and networking opportunities through interactions with professionals, clinicians 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.

We are anticipating over 400 attendees, including mental health professionals, physicians and nurses, educators, first

responders, veterans as well as employers, 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 educational summit 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.

Sponsoring the Kevin's Song annual Education Summit or being on-site as an exhibitor can provide an organization a range of tangible and intangible benefits, spanning public relations, brand alignment, community impact, and potential long-term business opportunities.

HERE'S A BREAKDOWN OF THE KEY BENEFITS:



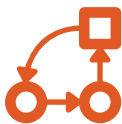
Positive Brand Association

- Aligns the sponsor with **mental health advocacy** and **suicide prevention**, causes widely recognized as vital.
- Enhances the sponsor's social responsibility profile, demonstrating genuine commitment to community well-being and public health.



Increased Visibility & Public Recognition

- Exposure to a diverse audience including **mental health professionals, educators, policymakers and families.**
- Brand/logo placement on:
 - Event materials (printed programs, signage, banners)
 - Summit website and social media
 - Press releases and post-event media
- On-stage acknowledgments and possible speaking opportunities for major sponsors.



Community Engagement & Trust Building

- Positions the sponsor as a **community partner** rather than just a business entity.
- Builds **trust and goodwill** among participants, many of whom may be influential in education, healthcare, or policymaking.



Networking Opportunities

- Direct access to **key stakeholders** in public health, education, and community leadership.
- Opportunity to form **strategic partnerships or collaborations** with non-profits, educators, and local governments.



Demonstrated Leadership on Mental Health Issues

- Highlights the sponsor as a **leader in mental health advocacy**, helping to shape the conversation around mental wellness and suicide prevention.
- May help fulfill obligations or goals around **diversity, zero suicide initiatives, and employee well-being.**



Media Coverage

- Potential inclusion in **media interviews, articles, and news stories** covering the summit.



Recruitment and Talent Engagement

- If the sponsor is an employer or organization with mental health initiatives, sponsorship can:
 - Make the company more attractive to **socially conscious talent**
 - Signal a **supportive and progressive workplace culture**

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 Executive Director, Jennifer Margraf at Jennifer@kevinsong.org • (313) 236-7109 or go to KevinsSong.org

You will be contacted with program message requirements and deadlines.

Learn more at KevinsSong.org

2027 SPONSORSHIP LEVELS

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

■ COMMUNITY CORNERSTONE PARTNER - \$25,000

Four available

- 30-60 second promotion video, provided by the sponsor, shown at the opening session each day of the Education Summit
- Your representative will participate in a Keynote presentation highlighting the role of your organization in suicide prevention and mental health services
- Your logo scrolled on our website with URL link to your homepage
- Color full-page ad in prominent location of the program
- Eight (8) registrations to the 2-day Education Summit
- Exhibit table in Resource Gallery
- One insert or promotional item, provided by sponsor, for attendee bags
- Your business or organization will be acknowledged prominently in press releases

■ PRESENTING SPONSOR - \$10,000

One available for each day of the Education Summit

- 30-60 second promotion video, provided by the sponsor, shown at the opening session each day of the Education Summit
- Your logo scrolled on our website with URL link to your homepage
- Color full-page ad in prominent location of the program
- Five (5) registrations to the 2-day Education Summit
- Exhibit table in Resource Gallery
- One insert or promotional item, provided by sponsor, for attendee bags
- Your business or organization will be acknowledged prominently in press releases

■ AWARD DINNER SPONSOR - \$7,500

Two available

- 30-60 second promotion video, provided by the sponsor, shown at the opening of awards dinner
- Your logo scrolled on our website with URL link to your homepage
- Full-page ad in prominent location of the program
- Three (3) registrations to the 2-day Education Summit
- Exhibit table in Resource Gallery
- One promotional item per person on dinner table, provided by sponsor
- Your business or organization will be acknowledged prominently in press releases

■ LUNCHEON SPONSOR \$7,500

Two available

- Your logo scrolled on our website with URL link to your homepage
- Full-page ad in the program
- Three (3) registrations to the 2-day Education Summit
- Exhibit table in Resource Gallery
- Your business or organization will be acknowledged prominently in press releases

■ KEYNOTE SPEAKER SPONSOR - \$7,500

One available for each Keynote

- Introduce one of the Keynote Speakers at a Plenary Session
- Your logo scrolled on our website with URL link to your homepage
- Full-page ad in the program
- Three (3) registrations to the 2-day Education Summit
- Exhibit table in Resource Gallery
- Your business or organization will be acknowledged prominently in Press Releases

■ GALAXY OF HOPE SPONSOR - \$5,000

- Your logo scrolled on our website with URL link to your homepage
- ½ page ad in the program
- Two (2) registrations to the 2-day Education Summit
- Exhibit table in Resource Gallery

■ ATTENDEE BAGS SPONSOR - \$3,500

- Your logo scrolled on our website with URL link to your homepage
- 1/3 page ad in the program
- One (1) registration to the 2-Day Education Summit
- YOUR LOGO PRINTED ON ATTENDEE BAGS
- Exhibit table in Resource Gallery

■ MEMORIAL FOREST SPONSOR - \$2,500

- Your logo scrolled on our website with URL link to your homepage
- 1/3 page ad in the program
- One (1) registration to the 2-day Education Summit
- Exhibit table in Resource Gallery

■ SHINING STAR SPONSOR - \$2,500

- Your logo scrolled on our website with URL link to your homepage
- 1/3 page ad in the program
- One (1) registration to the 2-day Education Summit
- Exhibit table in Resource Gallery

■ LEGACY OF HOPE SPONSOR - \$2,000

- Your logo scrolled on our website
- 1/4 page ad in the program
- Exhibit table in Resource Gallery

■ FUTURE OF POSSIBILITY SPONSOR - \$1,500

- Your logo scrolled on our website
- Business card size ad in the program
- Exhibit table in Resource Gallery

■ BRIGHTER TOMORROW SPONSOR - \$1,000

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

EXHIBITOR OPPORTUNITIES

Sponsors and Exhibitors are assigned a table in the Resource Gallery. Tables should be staffed on Wednesday and Thursday of the Summit. If your organization would like a table at the Survivor Program on Tuesday, please indicate that on the attached form.

■ PARTNERS IN PREVENTION EXHIBITOR SPONSOR - \$1,500

(COMMERCIAL AND FOR-PROFIT ORGANIZATIONS)

- Exhibit table in the Resource Gallery
 - Maximum of 2 people at the booth; must always have one person at the booth during the Education Summit.
 - Breakfast and lunch for 2 people provided

■ CHAMPION OF LIGHT EXHIBITOR SPONSOR - \$500

(NON-PROFIT ORGANIZATIONS)

- Exhibit table in the Resource Gallery
 - Maximum of 2 people at the booth; must always have one person at the booth during the Education Summit.
 - Breakfast and lunch for 2 people provided

2027 SPONSORSHIP & EXHIBITOR 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):

- | | |
|---|---|
| ☐ COMMUNITY CORNERSTONE SPONSOR - \$25,000 | ☐ MEMORIAL FOREST SPONSOR - \$2,500 |
| ☐ PRESENTING SPONSOR - \$10,000 | ☐ SHINING STAR SPONSOR - \$2,500 |
| ☐ AWARD DINNER SPONSOR - \$7,500 | ☐ LEGACY OF HOPE SPONSOR - \$2,000 |
| ☐ LUNCHEON SPONSOR - \$7,500 | ☐ FUTURE OF POSSIBILITY SPONSOR - \$1,500 |
| ☐ KEYNOTE SPEAKER SPONSOR - \$7,500 | ☐ BRIGHTER TOMORROW SPONSOR - \$1000 |
| ☐ GALAXY OF HOPE SPONSOR - \$5,000 | ☐ PARTNERS IN PREVENTION EXHIBITOR SPONSOR - \$1,500 |
| ☐ ATTENDEE BAGS SPONSOR - \$3,500 | ☐ CHAMPION OF LIGHT EXHIBITOR SPONSOR - \$500 |

Table Needed in Resource Gallery:

For Summit on Wednesday and Thursday: ☐ YES ☐ NO For Survivor Program on Tuesday: ☐ YES ☐ NO

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

To help offset the costs associated with processing credit card payments, a 4% surcharge will be applied to all transactions made using a credit card. This surcharge will be clearly itemized on your receipt. ****To avoid this fee, we encourage you to pay by check.**** We appreciate your understanding and continued support.

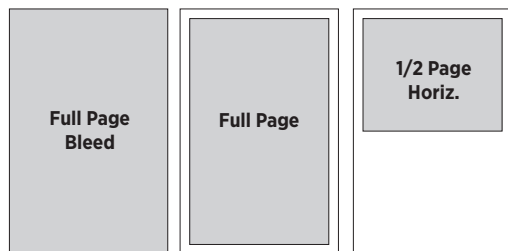
Credit Card: ☐ Visa ☐ Master Card

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

**Please scan and email to: Leo Nouhan at Leo@KevinsSong.org OR
Mail To: KEVIN'S SONG: 30425 Stephenson Highway, Madison Heights, MI 48071**

AD SUBMISSION GUIDELINES

**Please Submit Your Ad
by January 16th, 2027**



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 5.25"

Half Page Ad - Vertical:

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

Third Page Ad - Horizontal:

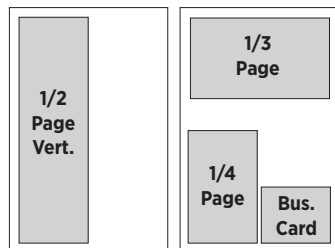
Ad Size (live area): 7.83" x 3.25"

Quarter Page Ad:

Ad Size (live area): 3.75" x 5"

Business Card Ad Horizontal:

Ad Size (live area): 3.75" x 2.15"



SUBMISSION GUIDELINES FILE TYPES

We accept advertising material in PDF, JPG or TIFF file formats. The PDF file should be press-optimized, high-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.

Ads, 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 for submission.

Please send any questions about ad submission to Leo Nouhan at Leo@KevinsSong.org

Learn more at KevinsSong.org