

MindMatters

INCARCERATION. INJUSTICE. INEQUALITY
a mental health conference



SPONSORSHIP PACKET

September 16-17, 2021 | Virtual

HOSTED BY: EMPOWER EAST, FORMERLY MENTAL
HEALTH AMERICA OF EASTERN CAROLINA





2021 SPONSORSHIP

Empower East, formerly Mental Health America of Eastern Carolina, is excited to host **Mind Matters: Incarceration, Injustice, & Inequity**. This conference will provide mental health professionals, healthcare and service providers, social justice advocates, law enforcement officials and, policy makers with the realities of injustice and discrimination and help develop solutions to address these realities.

Over 200 providers have attended Empower East's previous conferences each year, and we expect that number to grow.

2021: Incarceration, Injustice & Inequity

This conference will focus on how issues of injustice and discrimination influence and interact with mental health. We will seek to better understand and address the ways in which our community members face injustice, discrimination, and exclusion. These individuals include those who are impacted by mental illness, poverty and homelessness, disabilities, substance abuse, and histories of incarceration. These individuals also include those who face barriers to equality and acceptance because they identify with a wide range of racial and ethnic backgrounds, religions, languages, sexual orientations, and gender identities.

CEs and/or Contact Hours will be offered at this event through CE-Go, the nation's leader in virtual and onsite professional education.

This year, we are expanding this event, adding additional credit, new breakout sessions, and expanding our reach to additional attendees. We are geared up with over 15,000 electronic invitations. And, we've kept the sponsorship prices low, adding new levels for companies to be a part of this year's event!

While this year's event is being delivered virtually, we look forward to engaging with the attendees, exhibitors, and sponsors in order to start conversations around these topics.

We are expecting between 200-250+ provider attendees, invited from over 40 counties in Eastern NC. Attendees range from LME/MCO team members, to community providers, consumer advocacy organizations, and executives.

With each sponsorship comes virtual exhibit space in the event, the chance to get in front of specific mental health and substance use audiences, exhibitor passes, and digital signage throughout the event.



Justice



Injustice

About CE-Go

CE-Go professionals have years of specialized experience in the mental and behavioral health fields. Our experience provides the knowledge and processes necessary to help you make your continuing education event a success.

About Empower East

For over ten years, partners from all across the region have come together to make our community better. These organizations and individuals have focused their efforts on mental health action and advocacy, promoting the cause for the people we love, serve, and support.

Empower East is a 501(c)3 non-profit organization based in Greenville, NC. The organization is dedicated to supporting the growth of movements in our local area that are of utmost importance to us as a community. Advocacy for inequality and injustice, mental health and wellness, and civic empowerment are our main areas of focus. Through partnerships with local, like-minded organizations we will amplify the impact being made in our communities. For more information about Empower East, please visit: www.EmpowerEast.org

"We're expecting over 250 providers and decision makers in attendance in 2021. This is a conference sponsors don't want to miss!"

Sponsorship Benefits

Included with sponsorship are:

- Exhibitor Space in Virtual Exhibit Hall (Exhibit Hall is non-patient, non-education area)
- Vendor Passes to the event

Higher levels of sponsorship include:

- Registration list after the event with attendees contact info
- Digital signage, including digital
- Logo placement on invitations, and other pre-event printed materials
- Logo placement on website and event e-blasts as corporate sponsor
- Logo placement on post-event materials

Sponsorship can be directed to Empower East at conference@empowereast.org or at 252.689.5222.



Sponsorship Levels

Presenting Sponsor \$1500

- Premium Virtual Exhibit Space
- Eight Vendor Passes
- Major Sponsorship Package at Upcoming In-Person Events
- Complementary Platinum Level Corporate Sponsorship with Empower East
- Presented by: "Your Organization" on all print materials
- Plus, all items included at Diamond level.

Diamond Sponsor \$1000

- Premium Virtual Exhibit Space
- Premium Digital Signage
- Premium Placement on website
- Four Vendor Passes
- Registration information for attendees
- Complementary Gold Level Corporate Sponsorship with Empower East
- VIP Access for future, in-person event
- On-Stage Virtual Recognition

Platinum \$500

- Virtual Exhibit Space
- Digital Signage
- Placement on website
- One Vendor Pass
- Registration information for attendees

Hospitality Sponsor \$1000

- Exhibit Space
- Digital Signage & website placement
- Four Vendor Passes
- Registration information for attendees
- VIP Access for future, in-person event
- On-Stage Virtual Recognition

**This sponsor will help offset costs of speaker gifts, and will have the ability to include marketing items to the presenters directly.*

Help us collaborate.
Help us educate.
Help us make a
difference...

If you would like to sponsor the 2021 Mind Matters Conference, or would like more information, please contact Empower East at conference@empowereast.org or 252.689.5222

a look back at previous conferences:

Attendees:

205 attendees plus event staff
155 providers in attendance
50+ agencies represented
13 credit hours awarded (1.0 ceu)

Sponsors:

15 corporate sponsors
18 exhibitors

Speakers:

15+ speakers
10+ breakout sessions
5 plenaries

Media:

3 broadcast networks
3 radio broadcasts
2 print publications
1 local access network

2018 BY THE
NUMBERS