

Second Annual

LISTEN UP

*Breaking the stigma
of mental health one conversation
at a time.*

June 23, 2016



THE EVENT

LISTEN UP is a social gathering where music, cocktails, dancing and awesome conversation take center stage, as hundreds of young professionals gather to celebrate in support of a good cause- mental health.



This is the second annual *LISTEN UP* party. The previous event allowed the Young Professionals Advisory Board (YPAB) to raise over \$15,000 in support of *The National Alliance on Mental Illness of New York City (NAMI)*.

The name *LISTEN UP* highlights the importance of changing the conversation and breaking the stigma associated with mental health.

A silent auction will take place during the course of the evening thanks to contributions from our sponsors. On leaving the event, each attendee will be presented with a departing gift.

The target market for *LISTEN UP* is young professionals between the ages of 25 to 45. Based on the event's ticket prices- there are two price points, location, high-profile collaborators and promotion strategy, the expected attendees will be individuals working in professional fields who have disposable income. This represents an optimal demographic for consumer products and service brands.



Our
Motto

#IWILL
LISTEN
Songs to break the stigma of mental illness

THE CAUSE

The National Alliance on Mental Illness of New York City, (NAMI-NYC Metro) is a grassroots organization that provides support, education, and advocacy for families and individuals of all ethnic and socio-economic backgrounds who live with mental health issues.

As the largest affiliate of NAMI, we work collaboratively with our state and national affiliates, and with other stakeholders in the community, to educate the public, advocate for legislation, break the stigma, and improve the mental health system.

When you donate to NAMI-NYC Metro, you are providing thousands of New Yorkers access to mental health care and support to their families.

LOCATION



113 N 7th St, New York, 11211

SPONSORSHIP PACKAGE

	Platinum	Gold	Silver
Donation	\$5,000	\$2,500	\$1,000
Number of tickets offered to the event	10	7	5
Display of your logo on <i>the LISTEN UP</i> website and Facebook page	✓	✓	✓
Your logo on the electronic ticket and invitation sent to thousands of young professionals targeted by the event	✓	✓	✓
Logo displayed on large projectors through the event	✓	✓	✓
Logo displayed on official banners of the evening	✓	✓	✓
Visibility on the NAMI-NYC Metro website	✓	✓	
Acknowledgement of your company as “lead sponsor of the event”	✓		

SUPPORTER SPONSORSHIP

	Pillar	Patron	Friend
Donation	\$2,000+	\$1,000- \$1,999	\$500- \$1,000
Number of tickets offered to the event	5	3	1
Display of your logo on <i>the LISTEN UP</i> website and Facebook page	✓	✓	✓
Logo displayed on large projectors through the event	✓	✓	✓

THE YOUNG PROFESSIONALS ADVISORY BOARD



The Young Professionals Advisory Board (YPAB) is a group of young philanthropic New Yorkers dedicated to the work of NAMI-NYC Metro. The YPAB assists NAMI-NYC Metro on special projects throughout the year, all with a common goal: to change the national conversation and reduce stigma surrounding mental health.

YPAB *LISTEN UP* 2016 Event Committee

Mercedes Garrido

Hasnah Alls

Ross Galloway

Colby Foss

Edythe Hughes

Hudi Miller

Sarah Molluzzo

Rima Reddy

David Shapiro

Lana Zuaiter



CONTACT

Sarah Molluzzo

Tel: 646.504.6618

Email: smolluzzo@gmail.com

Sarah Sheahan

Director of Events and Operations

NAMI-NYC Metro

Tel: 212.684.3365

Email: ssheahan@naminyc.org

<http://www.naminycmetro.org>

Donations are tax deductible to the extent of the law – 501C3 Non-Profit

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