



In 2025, Depression and Bipolar Support Alliance (DBSA) embarks on its 40th year.

What started as a small meeting in DBSA co-founder Rose Kurland's living room has grown into the nation's leading peer advocacy organization supporting those with mood disorders as well as their loved ones and caregivers.

DBSA has grown tremendously since its inception, now **connecting more than 1.5 million people each year** with peer support, education, and resources. DBSA supports **more than 20,000 support group meetings**, both online and in person through our 80 local chapters, allowing **more than 250,000 people** to attend support groups each year. Through our advocacy efforts, we amplify peers' voices and work toward systemic change in the delivery of mental health care. As we reflect on the past 40 years of supporting peers, we also look ahead to the coming decades of making peer support available to all, when and where they need it. We look forward to building brighter futures together.

For more information or to secure your sponsorship, please contact

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Thank you for your critical support to DBSA, enabling us to continue providing vital services and education to individuals living with mood disorders. Our impact is amplified because of your partnership.



Partnership Opportunities

DBSA relies on partners like you to ensure that people living with mood disorders continue to have access to online and in-person peer support groups, peer specialist training, and life-saving education. Your support also enables DBSA to continue its local, state, and national advocacy efforts, placing peer voices at the forefront when determining needs and best practices for mental health services.

In 2025, DBSA plans to celebrate the last 40 years and look to the future with several key events and convenings, as well as educational and awareness activities. Your sponsorship will enable these celebratory activities to occur and provide programmatic support to DBSA. (see page 2 for details)

40th Anniversary Sponsorship Levels (2025)	Peer Support Champion	Grassroots Community	Partners in Wellness	Legacy of Hope
	\$15,000	\$25,000	\$50,000	\$100,000
ACKNOWLEDGEMENTS & RECOGNITION				
Company name and sponsorship recognition on DBSA's Legacy of Hope Donor Wall	X	X	X	X
Recognition as a sponsor on all PR/Marketing materials associated with the annual DBSA Gerald L. Klerman Award Ceremony & Scientific Advisory Board Reception which will be held as an in-person event in conjunction the American Psychiatric Association (APA) Conference in Los Angeles, CA (Spring 2025)	One (1) Year	Two (2) Years	Three (3) Years	Four (4) Years
Recognition as a sponsor on all PR/Marketing events related to DBSA's 40th Anniversary events in Chicago, IL – Mental Health Equity Summit, and Chapter & Peer Leaders Townhall (Fall 2025)			X	X
Recognition as a sponsor of DBSA's 2025 mental health awareness activities – Mental Health Awareness Month (May), Pride Month (June), BIPOC Mental Health Awareness Month (July), Depression and Mental Health Screening Month (October)			One (1) Year	Three (3) Years
Recognition as designated-level sponsor in DBSA's 40th Anniversary/2025 Annual Report	X	X	X	X
EDUCATIONAL OPPORTUNITIES				
Virtual or In-Person Engagement: One (1) virtual or in-person lunch-and-learn presentation, facilitated by a member of the DBSA leadership team (In-person engagement must be held in continental U.S. location)	Virtual Only	Virtual or In-Person	Virtual or In-Person; good for Two (2) Years	Virtual or In-Person; good for Three (3) Years
EVENT ATTENDANCE				
Invitation for up to six (6) company representatives to attend the Gerald L. Klerman Award Ceremony & Scientific Advisory Board Reception which will be held as an in-person event in conjunction with the 2025 APA Conference	X	X	X	X
Invitation for two (2) company representatives to attend Board-sponsored donor engagement event, to be held in conjunction with the 2025 APA Conference			X	X
Invitation for up two (2) company representatives to attend our Fall 40th Anniversary events in Chicago, IL including Mental Health Equity Summit, and Chapter & Peer Leaders Townhall (Fall 2025)			X	X
Invitation for up to two (2) company representatives to attend DBSA's 40th Anniversary Stakeholder Dinner, tentatively scheduled to be held in Chicago, IL (Fall 2025)			X	X