

## ***Building Momentum:***



**Coming Together to  
Create Our Future.**



Off The Mask

ENDING STIGMA: A CELEBRATION OF MENTAL WELLNESS

## **Dual Advertising Opportunities**

**Double your exposure to a targeted audience by advertising at NAMI-NYS two biggest events of 2020.**

**Off the Mask:** An awareness event bringing together wellness influencers, celebrities, medical practitioners, institutional and individual philanthropists to raise mental health awareness and support NAMI-NYS's mission of providing help and hope to those impacted by psychiatric disorders.

**2020 Education Conference:** NAMI-NYS's annual education conference assembles national leaders in the research and treatment of psychiatric disorders as well mental health influencers and as inspiring leaders living with lived experience to educate more than 400 attendees.

NAMI-NYS has special rates for dual advertising in the Off the Mask Program Book & the Education Conference Journal. We also now have opportunities for video advertising at both events.

**We expect the transition to online will increase the number of attendees at both events.**

### **Event Program Advertising Rates**

**Full-Page-\$1250** (Sizes-Off the Mask 5"W x 7.5"H, Conference 7.5"W x 10"H)

**Half-Page-\$650** (Sizes-Off the Mask 5"W x 3.5"H, Conference 7.5"W x 5"H)

**Quarter-Page-\$425** (Sizes-Off the Mask 2.35"W x 3.5"H, Conference 3.75"W x 5"H)

**Eighth-Page-\$275** (Sizes-Off the Mask 2"W x 3.5"H, Conference 3.75"W x 2.5"H)

### **Video Advertising Rates**

**Hosting virtual events allows us to introduce video ads at both events this year. This exciting opportunity will offers you to have the most impactful medium to communicate your message**

**Fifteen-Second Ad-\$1500**

**Thirty-Second Ad-Available through sponsorship**

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### **Dual Sponsorship Opportunities**

Off the Mask Friday, November 6 2020 Facebook Live 7:00-7:30?	NAMI-NYS Education Conference October 23-24, 2020 Virtual Event
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Dual Sponsorship Levels	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Off The Mask Sponsorship Opportunities	Recovery Sponsorship Plus	Wellness Sponsorship Plus	Inspire Sponsorship Plus	Hope Sponsorship Plus
30 second video advertisement	✓	✓		
15 second video advertisement			✓	✓
Ad in NAMI-NYS Education Conference Program Book	Full Color Page	Full Color Page	Full Color Page	1/2 Color Page
Logo on NAMI-NYS Education Conference Website (Displayed throughout 2-day virtual conference)	✓	✓	✓	✓
Logo on social media: NAMI-NYS Facebook page and twitter mentions	✓	✓	✓	✓
Listing in All Press Releases	✓	✓	✓	✓
Public Acknowledgment at Virtual Education Conference	✓	✓	✓	✓
Complimentary Exhibit Space in Virtual Exhibit Hall	✓	✓	✓	✓
Registration for NAMI-NYS Education Conference	10	5	4	2

**For More Information About Any of the Marketing Options  
Contact Matthew Shapiro  
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