

NATIONAL RESOURCE CENTER FOR
HISPANIC MENTAL HEALTH®
PRESENTS

9TH ANNUAL

Shining Lights:

OUTSTANDING LEADERS *for a*

BRIGHTER FUTURE *for*

HISPANICS

Awards Gala

APRIL 12, 2012

6 PM - 10 PM

THE ATRIUM COUNTRY CLUB

WEST ORANGE, NJ

Sponsorship
/ OPPORTUNITIES



Honorees

Special Recognition Award for Leadership in the Advancement of Mental Health

The Honorable Patrick J. Kennedy
Former United States Congressman

Excellence in Federal Government Leadership

Jaime R. Torres, DPM, MS

Regional Director
US Department of Health and Human Services, Region II

Excellence in State Legislative Leadership Award

The Honorable Félix Ortiz

Assemblyman, District 51
New York State Assembly

Excellence in Hispanic Mental Health Research, Advocacy and Leadership

Milton A. Fuentes, Psy.D.

Associate Professor, and Deputy Chair, Psychology Department; Director, New Faculty Program Montclair State University; and President, National Latina/o Psychological Association

Excellence in Hispanic Mental Health Advocacy and Leadership

Octavio N. Martinez, Jr., MD, MPH, MBA

Executive Director
Hogg Foundation
for Mental Health

Excellence in Corporate Social Responsibility

Verizon New Jersey

Dear Friend and Community Leader:

Thank you for the opportunity to present the enclosed information for your review and serious consideration of support for the National Resource Center for Hispanic Mental Health's upcoming 2012 Shining Lights, Outstanding Leaders for a Brighter Future for Hispanics Awards Gala. The National Center is a private, non-profit charitable organization, a 501 (c)(3), dedicated to promoting quality mental health services through best practice development, policy development initiatives, research, data collection, training, technical assistance, and anti-stigma and anti-discrimination campaigns. The award-winning and nationally recognized organization is headquartered in Mercerville, New Jersey and impacts communities at the local, state and national levels. Specifically, the National Center aims to reduce disparities and to increase treatment quality and availability of mental health services for Hispanics throughout the nation. The National Center also aims to heighten awareness, acceptance and understanding of mental illness among the nation's Hispanic population. These goals are accomplished by implementing a number of intervention strategies focused on:

1. Developing culturally competent resources and tools for behavioral health administrators, direct service providers and other stakeholders.
2. Creating and fostering the development and institutionalization of best practice programs.
3. Conceptualizing and implementing high-quality trainings on culturally competent mental health service delivery and on policy development and advocacy.
4. Supporting the planning, development and implementation of policies and systems of care at the local, state and national levels.
5. Developing comprehensive and user-friendly vehicles to disseminate information in English and Spanish on an array of mental health topics, research studies, available resources for consumers, family members and providers, and important field related events.

Your support of our 2012 Shining Lights, Outstanding Leaders for a Brighter Future for Hispanics Awards Gala and of our honorees is respectfully requested and truly needed. Proceeds from the event will benefit an array of activities planned for 2012, which include:

- The National Center's Hispanic Higher Education Scholarship Fund, a scholarship program targeted to bilingual and bicultural individuals interested in pursuing a Masters in Social Work degree.
- The National Center's public education efforts.
- The planning, development and implementation of high-quality trainings and conferences geared to mental health agency administrators and direct service providers on various topics related to how to best attract, engage, serve and retain Hispanics in mental health programs.

On behalf of the National Center's Board of Advisors and staff, please accept my sincerest appreciation for your time and consideration of this request for support. We look forward to partnering with you as we honor these outstanding individual and organizational leaders who have demonstrated a genuine commitment to creating a brighter future for Hispanics, and as we continue in our quest to ensure an equitable and respectful mental health service delivery system for all Hispanics, including those with Limited English Proficiency.

Best wishes and continued success,

Henry Acosta

HENRY ACOSTA, MA, MSW, LSW
EXECUTIVE DIRECTOR
NATIONAL RESOURCE CENTER FOR
HISPANIC MENTAL HEALTH

Samuel A. Delgado

SAMUEL A. DELGADO
GALA CORPORATE CHAIR
VICE-PRESIDENT, EXTERNAL AFFAIRS
VERIZON NEW JERSEY

SPONSORSHIP *Opportunities*

TITLE SPONSOR

\$15,000

- VIP seating for 20 with enhanced table décor signifying you as the title sponsor
- Company name in title of event
- Recognition in all event promotional material
- Logo on invitations and listing on all printed material
- Cover story in nationally disseminated *Changing Minds, Advancing Mental Health for Hispanics* bilingual newsletter
- Commemorative Award presented at event
- Full-page ad in Ad Journal (Back Cover)
- Enhanced table decorations signifying you as the title sponsor of event
- Special signage at event
- Pre-event VIP reception with award recipients
- Link to company website on National Center's site

PLATINUM CO-SPONSOR

\$5,000

- Preferred seating for 10 with enhanced table décor signifying you as a platinum sponsor
- Full-page ad in Ad Journal (Inside Front Cover or Back Cover, based on availability)
- Signage at event
- Logo on invitations and listing on all printed material
- Commemorative Award presented at event
- Feature article in agency's national newsletter: *Changing Minds, Advancing Mental Health for Hispanics*
- Preferred seating for 10 with enhanced table décor signifying you as a gold sponsor
- Full-page ad in Ad Journal with gold-colored border (Inside Back Cover)
- Logo on invitations and listing on all printed material
- Signage at event
- Commemorative Award presented at event

GOLD CO-SPONSOR

\$4,000

SILVER CO-SPONSOR

\$3,000

- Preferred seating for 10
- Full-page ad in Ad Journal with silver-colored border
- Signage at event
- Logo on invitations and listing on all printed material
- Commemorative Award presented at event
- Preferred Seating for 10
- Half-page ad in Ad Journal with bronze-colored border
- Signage at event
- Logo on invitations and listing on all printed material
- Recognition at event

BRONZE CO-SPONSOR

\$2,000

COMMUNITY PARTNER CO-SPONSOR

\$1,000

- Preferred seating for 4
- Quarter-page ad in Ad Journal
- Signage at event
- Recognition at event

AD JOURNAL SPONSORSHIP OPPORTUNITIES

\$50-\$75

Each attendee at *Shining Lights: Outstanding Leaders for a Brighter Future for Hispanics* receives an event Ad Journal, which lists award winners. You can sponsor an advertisement within this ad journal. Ad sizes and prices are listed on the application form.



SPONSORSHIP *Application*

Please complete and fax or mail this application to: National Resource Center for Hispanic Mental Health, Attn: Henry Acosta, The Neuman Building, 3575 Quakerbridge Road, Suite 102, Mercerville, NJ 08619; fax (609) 838-5480; phone (609) 838-5488, ext. 205; hacosta@nrchmh.org. Deadline to receive sponsorship benefits as listed is February 24, 2012. For the best selection on your option, please return this application today.

EVENT SPONSOR

- Title Sponsor \$15,000
- Platinum Co-Sponsor \$5,000
- Gold Co-Sponsor \$4,000
- Silver Co-Sponsor \$3,000
- Bronze Co-Sponsor \$2,000
- Community Partner Co-Sponsor \$1,000

***Sponsorships are assigned on a first-come, first-served basis.*

AD JOURNAL SPONSOR

Please attach a camera-ready ad to be included in the program book or email a PDF or JPG version to hacosta@nrchmh.org. All ads must be received by March 16, 2012.

- Back Cover (8" wide by 10" high) \$750
*First right of refusal to the Title or Platinum Sponsor
- Inside Front Cover (8" wide by 10" high) \$500
*First right of refusal to the Platinum Sponsor
- Inside Back Cover (8" wide by 10" high) \$500
*First right of refusal to the Gold Sponsor
- Full page (8" wide by 10" high) \$400
- Half-page (8" wide by 5" high) \$250
- Quarter-Page (4" wide by 5" high) \$150
- Booster Listing \$50

OTHER SPONSORSHIP OPPORTUNITIES

- Please reserve ____ ticket(s) at \$125 per person
- We are unable to attend. Kindly accept our donation of \$_____

The National Resource Center for Hispanic Mental Health, also doing business as the New Jersey Mental Health Institute, Inc., is a private, non-profit charitable organization, a 501(c)(3), based in Mercerville, NJ, that has a national presence and influence.

TOTAL FEE ENCLOSED: \$ _____

NAME/TITLE: _____

ORGANIZATION: _____

E-MAIL: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

PHONE: _____

FAX: _____

Please make checks payable to "NRCHMH" and note in the memo section "National Resource Center for Hispanic Mental Health Awards Gala", or pay by credit card by completing the following:

Pay by: ___ Visa ___ MasterCard ___ AmEx ___ Discover

Credit Card #: _____

Exp: _____

CV#: _____

Name as it appears on card: _____

Signature: _____