



FIFTY2 END STIGMA NEEDS YOU THIS OCTOBER

According to Mental Health America, over 52 million American adults face mental health challenges. Fewer than half receive treatment, often for reasons related to stigma. Family Services challenges you to join us in ending stigma and increasing awareness about the support available here in the Hudson Valley.

We want you to **MOVE**, completing 52 miles in one month while raising awareness about mental wellness. We want you to **TALK** to your communities about mental health and challenge your friends to join the movement. With your commitment, everyone can exercise their right to **THRIVE**.

THE CHALLENGE – MOVE

Prepare to push your limits! Run, hike, or walk 52 miles over the month of October. Every step taken, every mile reached, affirms that mental health is a human right. We won't allow stigma to stand in the way of anyone's path toward wellness.

THE MISSION – TALK

Check out our online Action Pack to learn the ways you can help end stigma and engage your community. Talk to your friends, colleagues, and family members. Post on your social media accounts to encourage others to join in, whether by taking on the challenge or donating to the cause. Help us raise awareness about Family Services' critical programs to ensure everyone in our region has access to care.

THE FUNDRAISER – THRIVE

Integrate fundraising into your awareness efforts! Every dollar donated goes to Family Services, directly impacting our Hudson Valley community and supporting everyone's right to thrive.

WELLNESS WARRIORS

Mark your calendars for a special one-day event. On October 19, Arlington Professional Fire Fighters Battalion Chief Chris Rinck and Family Services CEO Leah Feldman will lead a growing corps of Wellness Warriors who run the entire 52 miles in one day, taking on an extreme feat to demonstrate their commitment to ending stigma. All are welcome to join at their own pace, to provide support along the route, and to meet our One-Day Warriors at the finish line for a community celebration!

This October, let's MOVE, TALK, and THRIVE!





SPONSORSHIP OPPORTUNITIES

Milestone Sponsor* – \$5,000

Diamond Marketing Package: Your business named as a campaign partner, 2 airtime mentions, Press release mention, recognition at finish line from Family Services CEO, event webpage feature spot (large-sized logo display with link to business website), your logo featured in social media posts and email blasts, as well as in a dedicated social media post.

Mileage Boost: Your logo featured on finish-line signage

Gear Up: Includes 10 merchandise bundles

Endurance Sponsor – \$2,500

Platinum Marketing Package: Press release mention, recognition at finish line from Family Services CEO, your logo displayed on event webpage (large-sized display), social media posts and email blasts.

Mileage Boost: Your logo displayed on finish-line signage

Gear Up: Includes 5 merchandise bundles

Willpower Sponsor – \$1,000

Gold Marketing Package: Your logo displayed on event webpage (medium-sized display), on social media posts and in email blasts

Mileage Boost: Your logo displayed on finish-line signage

Gear Up: Includes 2 merchandise bundles

Resilience Sponsor – \$500

Silver Marketing Package: Your logo displayed on event webpage, social media posts, and in email blasts

Stride Sponsor – \$250

Bronze Marketing Package: Listing on event webpage, social media posts, and in email blasts

Milestone Sponsorship must be received by **September 25, 2024 to receive airtime mentions and campaign partner naming.*





SPONSORSHIP LEVEL:

- Milestone Sponsor – \$5,000 Endurance Sponsor – \$2,500
 Willpower Sponsor – \$1,000 Resilience Sponsor – \$500
 Stride Sponsor – \$250
 I am unable to sponsor but would like to make a contribution in support of clients benefiting from Family Services: \$ _____

CONTACT INFORMATION

Business Name: _____ Contact Name: _____
Address: _____ City: _____
State: _____ Zip Code: _____ Contact Email: _____

PAYMENT METHOD

- Check (Payable to Family Services with memo "Fifty2EndStigma")
 Credit Card (Visa / Mastercard / AMEX / Discover)

Card Number: _____ Exp: ____ / ____ CVV: _____

Name on Card (if different from Contact Name): _____

Signature: _____ Date: _____

Please mail sponsorship forms and checks by September 20, 2024 to:

Attn: Development
Family Services
29 North Hamilton Street
Poughkeepsie, NY 12601

Please contact KMinet@familyservicesny.org with any questions.

Logos should be emailed as high-resolution (300 dpi) PNG (transparent preferred) or JPG files to CChu@familyservicesny.org by September 25, 2024.

