



2018 Sponsorship Package

**Save Our Babies:
A Heart To Heart About Mental Health & Suicide
For Children of Color
Date: July 21, 2018**

About Fireflies Unite, LLC



Fireflies Unite is a mental health and wellness community and its goal is to end the mental health stigma through its podcasts, articles, events, T-Kea's speeches and advocacy.

Through its first platform, the Fireflies Unite With Kea, a weekly podcast dedicated to bringing light into darkness (just like the fireflies) by sharing the stories of individuals thriving with mental illness within communities of color despite the disadvantages and racism that negatively impact their mental health.

Created and hosted by T-Kea Blackman, mental health advocate, speaker and writer who lives by the Toni Payne quote, "I rather be living my truth happily than living a lie miserably." T-Kea was diagnosed with major depression and generalized anxiety disorders and is a suicide survivor. She previously worked in the television industry as a publicist and production/talent coordinator. Her diagnosis led her to use her communications skills to raise awareness for mental illness within communities of color.

About National Alliance On Mental Illness Prince George's County Chapter

NAMI has been dedicated to improving the lives of individuals and families affected by mental illness. For three decades, NAMI has established itself as the most formidable grassroots mental health advocacy organization in the country. Dedication, steadfast commitment and unceasing belief in NAMI's mission by grassroots advocates have produced profound changes. NAMI's greatest strength is the dedication of our grassroots leaders and members.

NAMI is able to build on its success and continue to focus on three cornerstones of activity that offer hope, help, and healing to communities: Support, Education, and Advocacy.

NAMI's programs include: Connection Recovery Support, Peer to Peer, Family to Family, Family Support Group, In Our Own Voice and Homefront.

About Save Our Babies

Created by T-Kea Blackman, Save Our Babies: A Heart To Heart About Mental Health & Suicide For Children of Color was birthed out of necessity to end the stigma surrounding mental health, foster healing and promote mental wellness for children of color. The goal of this event is to create a safe space for mental health professionals, advocates, those impacted by mental illness and parents to discuss the mental health challenges that children of color face daily.

Fireflies Unite has partnered with The National Alliance on Mental Illness Prince George's County (NAMI PG) for its first event Save Our Babies. The event will include a panel with a therapist, psychiatrist, social worker, an individual who lives with a mental illness, and parent who lost a child to suicide. The panel will educate, dismantle stigmas, provide encouragement and resources to the attendees.

The event will take place at the South Bowie Library on July 21, 2018 from 11am-1pm. A portion of the proceeds from this event will support NAMI PG's initiatives.

Why Do We Need To Save Our Babies?

The suicide rate of black children between ages 5 and 11 has doubled, according to the Center for Disease Control.

Suicide by hanging has nearly tripled among black boys. Black youth are killing themselves far more frequently than their elders.

Every five days a child under the age of 13 dies to suicide, according to CNN.

Research has shown that increased time spent on a cell phone, tablet or computer contribute to symptoms of depression and suicidal thoughts among teenagers, especially girls, according to the Journal Clinical Psychological Science.

Latina teens currently have the highest rate of suicide attempts among all adolescent groups in the U.S., according to the Center for Disease Control and Prevention.

Attendee Demographic

- 65 Attendees
- African Americans/Black
- Latino
- Parents
- Mental Health Professionals
- Mental Health Advocates
- Individuals Living With Mental Illness
- Family Members/Friends Who Support Those Living With Mental Illness
- Age Range: 20-45



Product Sponsorship

Food & Beverage Sponsors-refreshments must feed 65 people (sample items below)

- Cupcakes
- Fruit Platter
- Donuts/Pastries
- Water Bottles
- Breakfast Juice (Orange, Apple, Cranberry)
- Coffee/Tea
- Plastic Utensils

Donation of Products For Gift Bags (sample items below)

- Coffee Mugs (5)
- Soy Candles (5)
- Essential Oils (10)
- Stress Balls (65)

*****Please note: Gift bag items are needed for attendees and panelists. Please let us know if your products are for one or the other, or both. *****

Product Sponsorship Benefits

- Acknowledgement on Fireflies Unite Podcast With Kea
- Acknowledgement on flyer, social media and newsletter
- Logo included on website
- Acknowledgement during event
- Business name mention in press announcement
- Logo to be included on the pop banner at event
- 2 tickets to the event
- Inclusion of physical products or advertisement in gifts bags
- Reach new customers/clients

Sponsorship Levels

Firefly Supporter-\$ 150

- Logo included on website
- Acknowledgement during event
- Acknowledgement on event flyer and social media
- 1 ticket to the event
- Reach potential customers/clients

Presenting Sponsor-\$300

- Acknowledgement on Fireflies Unite Podcast With Kea
- Acknowledgement on flyer, social media and newsletter
- Logo included on website
- Acknowledgement during event
- Business name mention in press announcement
- Logo to be included on the pop banner at event
- 3 tickets to the event
- Inclusion of physical products or advertisement in gifts bags
- Reach new customers/clients

I'm Ready To Be A Sponsor! Now What?

Our words can never thank you for supporting the Fireflies Unite first event Save Our Babies in partnership with NAMIPG. Your sponsorship will support NAMI PG's programs and those who struggle with mental illness.

To become a sponsor, email **Keeyah Johnson** at hello@allthingskeeyah.com with the sponsorship level you desire. You will be sent an invoice to submit payment. When payment is submitted, please send your logo and any of the materials or products for this event to the address provided by Keeyah.

We are so excited to have you on board with us!