



6TH ANNUAL GALA
AIM YOUTH MENTAL HEALTH

SPONSORSHIP OPPORTUNITIES

AUGUST 15, 2019 • PEBBLE BEACH, CA



YOUTH MENTAL HEALTH

OVERVIEW

6TH ANNUAL AIM YOUTH MENTAL HEALTH GALA

An estimated 25% of youth are struggling with their mental health.

[AIM Youth Mental Health](#) is a nonprofit devoted to the mental health of children, teens, and young adults. We are building a movement by funding groundbreaking clinical research to find better treatments and cures, improving access to effective treatments, and raising awareness.

Our AIM is to find real solutions for youth today.

AIM is excited to announce the 6th annual Gala at the elegant Parc du Concours hospitality venue in Pebble Beach. We invite you to join us for a memorable evening of food and entertainment during the world-renowned Pebble Beach Concours d'Elegance.

Your sponsorship of the AIM Gala will make a difference by becoming an essential part of a burgeoning and crucially needed national mental health campaign for our children.

Thursday, August 15, 2019

5:00 pm – Cocktail Reception

Tasting of fine wines, Carbonadi Ultra-Premium Italian Vodka, and Petrossian Caviar

6:30 pm – Dinner + Live Auction

8:30 pm – Full performance by Four Phantoms in Concert



BENEFITS

BE AN INTEGRAL PART OF THE 2019 PEBBLE BEACH CONCOURS D'ELEGANCE

Each year more than 200 of the world's most prized collector cars roll onto the famed 18th fairway of Pebble Beach Golf Links for one of the most competitive events in the automotive world. Known as the world's premier celebration of the automobile, the Pebble Beach Concours d'Elegance commands international attention, and has grown to include a host of notable world-class events.

AIM has been honored to be part of the festivities for six years, with the spectacular venue donated by Pebble Beach Company and office of the Concours d'Elegance.

Located at the heart of the Pebble Beach Concours d'Elegance, the AIM Gala is your unique opportunity to capture the immediate attention of the global patrons of Monterey Car Week, including Fortune 500 executives and key corporate decision-makers.

Your sponsorship ensures your recognition as a valued early advocate for youth mental health and as a brand associated with Monterey Car Week and the Pebble Beach Concours d'Elegance.

SPONSORSHIP BENEFITS INCLUDE:

- Direct brand recognition and connection to the Concours d'Elegance/Monterey Car Week
- Brand exposure to 300+ affluent Gala guests who contribute a minimum of \$500 per ticket
- The opportunity to interact and network with top car enthusiasts and patrons during the Gala
- Logo representation on Gala marketing materials, including website, social media, program, print ads, email blasts, newsletters, and more
- A meaningful opportunity to connect your brand to the youth mental health movement



AN INCREDIBLE LIVE PERFORMANCE BY THE FOUR PHANTOMS IN CONCERT

An extravagant celebration of the iconic music of Broadway and more, [The Four Phantoms in Concert](#) brings together four Phantoms from the Tony Award-winning *The Phantom of the Opera* for an unforgettable night of entertainment.

The Four Phantoms features an extraordinary quartet of performers, including Brent Barrett, Ciarán Sheehan, Franc D'Ambrosio, and Marcus Lovett, alongside Kaley Ann Voorhees who is best known for her portrayal of Christine.

The Four Phantoms in Concert performs under the musical supervision of two-time Grammy Award-winner David Caddick and the musical direction of Ryan Shirar.

The Four Phantoms have graced stages in London, New York, San Francisco, Toronto, Germany, Los Angeles, and Las Vegas.



"The Four Phantoms in Concert make for a fantastic, do-not-miss night of entertainment."



SPONSORSHIP LEVELS

PRESENTING SPONSOR | \$100,000 - ONE AVAILABLE

- Exclusive Presenting Sponsorship of AIM Gala
- Four (4) premium tables of ten (10)
- Forty (40) Petrossian Caviar tastings during the Gala cocktail reception (\$2,000+ value)
- Lead logo placement on all Gala marketing materials and event signage, including on bidding screens and the red carpet step and repeat
- Lead logo placement and company description on AIM website (150 words)
- Presenting Sponsorship acknowledgment and logo placement on all publicity materials - including press release announcements, social media promotions, and email distributions
- Full-color, back-cover ad in Gala program
- Four (4) backstage meet and greet passes following Four Phantoms performance
- Opportunity for corporate representative to briefly address audience during Gala
- Opportunity to distribute promotional items to 300+ Gala patrons

PLATINUM SPONSOR | \$50,000

- Title Sponsorship of cocktail reception
- Three (3) preferred tables of ten (10)
- Thirty (30) Petrossian Caviar tastings during the Gala cocktail reception (\$1,500 value)
- Premium logo placement on all Gala marketing materials, including event signage
- Premium logo placement and company description on AIM website (100 words)
- Premier name acknowledgment on all publicity materials, including press release announcements, social media promotions, and email distributions
- Full-color, inside-cover ad in Gala program
- Two (2) backstage meet and greet passes following Four Phantoms performance
- Opportunity to distribute promotional items to 300+ Gala patrons

LEVELS CONTINUE ...



SPONSORSHIP LEVELS

GOLD SPONSOR | \$25,000

- Two (2) tables of ten (10)
- Logo placement on all Gala marketing materials, including event signage
- Logo placement and company description on AIM website (50 words)
- Name acknowledgment on all publicity materials - including press release announcements, social media promotions, and email distributions
- One (1) full-color page ad in the Gala program

SILVER SPONSOR | \$10,000

- One (1) table of ten (10)
- Name recognition in all Gala marketing materials, including event signage and event program
- Name acknowledgment on all publicity materials - including press release announcements, social media promotions, and email distributions
- One (1) half-page, full-color ad in the Gala program

TABLE SPONSOR | \$5,000

- One (1) table of ten (10)
- Name acknowledgment on event table and in program

EVENT TICKET | \$500

AIM YOUTH MENTAL HEALTH GALA SPONSORSHIP ACKNOWLEDGMENT

Please fill in your sponsorship information below. As the information provided will be used in marketing materials and promotions, please use official names.

Company / Name Recognition: _____

Website: _____

Address: _____

City/Country/Postal Code: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____ Contact Title: _____

SPONSORSHIP LEVEL

- Presenting Sponsor - \$100,000
- Platinum Sponsor - \$50,000
- Gold Sponsor - \$25,000
- Silver Sponsor - \$10,000
- Table Sponsor - \$5,000

Questions?

Contact: Susan Stilwell

susan@aimformentalhealth.org

831.594.8566

Once completed, please email this form to Susan Stilwell at susan@aimformentalhealth.org
To send by mail, please address to: AIM for Mental Health - PO Box 4235, Carmel, CA 93921.
To complete this form online, please visit aimformentalhealth.org/gala

For more information, visit AIMforMentalHealth.org



THANK YOU TO OUR GENEROUS DONORS

The following donors have achieved remarkable levels of generosity since AIM's inception in 2014.

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