



SPONSORSHIP OPPORTUNITIES

# UNMASKING STIGMA

A HOPE AND HEALING BENEFIT FOR  
VALEO BEHAVIORAL HEALTH CARE

SATURDAY, OCTOBER 20, 2018

CAPITOL PLAZA HOTEL - EMERALD BALLROOM

5:30 PM - 8:30 PM



CELEBRATING OVER 50 YEARS OF RECOVERY SERVICES



# THE EVENT



Melissa Brunner  
Event Emcee  
WIBW News Anchor

You're invited to share in the 2nd Annual Fundraiser, entitled Unmasking Stigma: A Hope and Healing Benefit for Valeo Behavioral Health Care which will feature Melissa Brunner as the Event Emcee, Jennifer Ayers-Moore as the National Keynote Speaker and Matt Pivarnik as the Battle of the Masks Live Auctioneer. The evening will begin with an "Appy Hour" that includes Signature Non-Alcoholic drinks and delicious hors d'oeuvres complimented by music. The evening will progress with dinner, dessert, live entertainment and a silent auction. The evening will include an opportunity to browse and shop at our "Pop-Up" Creations of Hope Gallery located in the lobby of the Capitol Plaza Hotel. The Creations of Hope Gallery is a cooperative gallery with the mission of raising awareness of mental health through the power of art.



Jennifer Ayers-Moore  
National Keynote Speaker  
Founder, Ayers Foundation

During the evening, we will be honoring a special Topeka community leader with the Hope Humanitarian Award. We will also be recognizing The Valeo Foundation Scholarship Award Recipients.



Matt Pivarnik  
Battle of the Masks  
Live Auctioneer  
President and CEO  
of the Greater  
Topeka Partnership

The final event of the evening will be our Live Battle of the Masks showcasing masks created by some of our Corporate Sponsors. Last year, Bartlett & West took home the trophy. Who will raise the most money with their mask this year? We encourage all of our corporate sponsors to consider having a representative create a mask for our Live Battle of the Masks Auction. We provide all of the supplies and will hold a "mask decorating party" in September at Valeo's Creations of Hope Gallery. If interested in participating, please notate that on the Sponsorship Participation Agreement.

This fundraiser will raise funds to support The Valeo Foundation. Please join us in supporting Valeo Behavioral Health Care's mission by committing to a corporate sponsorship today!

## ABOUT VALEO

CELEBRATING OVER 50 YEARS OF RECOVERY SERVICES IN SHAWNEE COUNTY!

**Our Community understands that mental health is essential to overall health. Treatment benefits the individual, family, public health, safety, and community resources. Our vision is to keep behavioral health care consumer driven, to close the gap on mental health needs and services offered, and provide early screening for mental health and substance abuse.**

### VALEO'S MISSION STATEMENT

To promote behavioral health, wellness, and recovery through excellence as the provider of choice for comprehensive, compassionate, and fiscally-responsible outcomes-driven care.

### VALEO'S VISION STATEMENT

All persons are aware of and have immediate access to stigma-free behavioral health care.

### VALEO'S STATEMENT OF PURPOSE

Valeo Behavioral Health Care, providing a comprehensive array of intensive, community-based out-patient services to adults with mental illness and/or addiction (and their families), regardless of income, recognizing that recovery is possible for all.



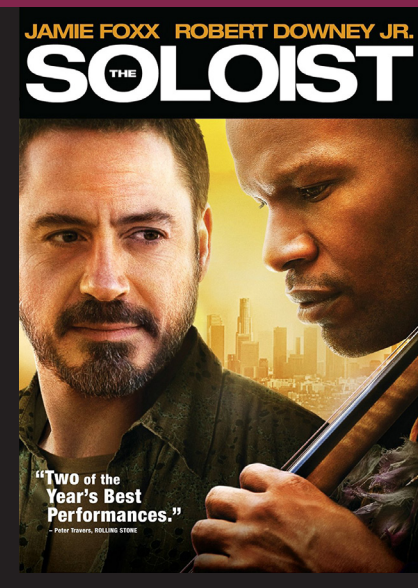
Jennifer Ayers-Moore  
*National Keynote Speaker*  
Founder, Ayers Foundation

## ABOUT OUR SPEAKER

Jennifer Ayers-Moore, is an alumni of Kent State University and National Louis University, she has a Bachelors degree in Behavioral Science. Ayers-Moore has many years of experience in teaching, counseling, program development, program management, and has taken the lead for many successful drives to support the homeless, hungry, children in foster care and continues to advocate for those who have been diagnosed with a mental illness and their families. Ayers-Moore is also an active blogger, continuing the discussion of mental illness and sharing her experiences, as a sibling and encouraging others to do the same.

Jennifer is the founder of the Nathaniel Anthony Ayers Foundation, which is currently in the process of being revamped to be more service and family oriented and will be known as The AYERS Foundation. The Foundation will still promote innovation, as it relates to music and the arts. Jennifer has been introduced as a Keynote speaker for many events and developed many valuable friendships from her travels that she cherishes.

## ABOUT THE SOLOIST



Jennifer Ayers-Moore's, brother is Nathaniel Ayers, he is the subject of the book and film The Soloist. Nathaniel developed schizophrenia while he was a student at The Juilliard School where he studied classical music playing the cello, he played in the school orchestra, along side YoYo Ma and Joseph Russo. It was in his junior year when his mental health began to manifest signs. Nathaniel's illness not only changed his life, it devastated the family. Particularly Jennifer, as they are extremely close. Jennifer had to find a way to understand and cope. It was not an easy journey and she will admit it is on going.

Ayers-Moore's mother, Floria, never gave up trying to help her son, and Ayers-Moore became her emissary, writing letters and making contact with anyone who would listen to their family's plight. She became her mother's ally, accompanying her when Nathaniel was probated, committed to mental institutions, or admitted to hospitals for treatment. Keeping journal notes, Ayers-Moore documented the pain the family underwent, while continuing to look up to her mother as a role model and visiting Nathaniel faithfully.

After Ayers-Moore's mother died, Nathaniel disappeared, ending up homeless and on Skid Row. Ayers-Moore never lost hope that she would one day hear from her brother. When she received a call from Los Angeles Times journalist Steve Lopez stating that, "he had befriended Nathaniel," and wanted to write a series of articles about him, Ayers-Moore was delighted. Eventually, Lopez wrote a book, The Soloist, and a movie bearing the same name was produced.

# SPONSORSHIP LEVELS

LEVEL	SPONSOR BENEFITS											
<b>BLACK JEWELL</b> \$10,000	Exclusive Presenting Sponsor of the Event	Name & Logo on all materials for the event (ads, programs, posters, tickets, tent cards)	Creation of mask representing your company.	Name & Logo on all materials for the event (ads, programs, posters, tickets, tent cards)	Name in Thank you Ad.	8 event tickets	Name on table.	Name in all social media sites and Valeo website.	Special VIP event with Jennifer Ayers-Moore for party of 8.	Sponsor's name included in press release, radio and print interviews.	2 on stage live mentions during the event.	Photographs with Jennifer Ayers-Moore for party of 8.
<b>PIERROT</b> \$7,500	Creation of mask representing your company.	Name & Logo in Program & Event Website.	Name in Thank you Ad.	8 event tickets	Name on table.	Name in all ads prior to event and on social media.	Special VIP event with Jennifer Ayers-Moore for party of 8.	Sponsor's name included in press release and radio interviews.	1 on stage live mention during the event.			
<b>LA PRIMIPESSA</b> \$5,000	Creation of mask representing your company.	Name & Logo in Program & Event Website.	Name in Thank you Ad.	8 event tickets	Name on table.	Name in all ads prior to event and on social media.	Special VIP event with Jennifer Ayers-Moore for party of 8.					
<b>VENETIAN</b> \$2,500	Creation of mask representing your company.	Name & Logo in Program & Event Website.	Name in Thank you Ad.	6 event tickets	Name on table.	Name in all ads prior to event and on social media.						
<b>HARLEQUIN</b> \$1,500	Creation of mask representing your company.	Name & Logo in Program & Event Website.	Name in Thank you Ad.	4 event tickets								
<b>JESTER</b> \$750	Creation of mask representing your company.	Name & Logo in Program & Event Website.	Name in Thank you Ad.	2 event tickets								



“Valeo” is Latin meaning “to be well.”





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## 2018 SPONSORSHIP PARTICIPATION AGREEMENT

Company name: \_\_\_\_\_

Contact name/title: \_\_\_\_\_

Company address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Company phone number: \_\_\_\_\_

Company email address: \_\_\_\_\_

Signature of contact: \_\_\_\_\_

### LIVE BATTLE OF THE MASKS

Would you like to have a representative create a mask for the Live Battle of the Masks?  YES  NO

IF YES, please know that we will contact you in June with more information.

### SPONSORSHIP LEVELS

We would like to commit to the following Unmasking stigma sponsorship level:

- BLACK JEWELL \$10,000       PIERROT \$7,500       LA PRIMIPESSA \$5,000
- VENETIAN \$2,500       HARLEQUIN \$1,500       JESTER \$750

### PAYMENT METHOD

We will be paying with the following method:

- CHECK ENCLOSED PAYABLE TO: VALEO
- PLEASE SEND AN INVOICE TO THE ENCLOSED ADDRESS
- PLEASE CHARGE THE LISTED VISA, AMERICAN EXPRESS OR MASTERCARD

Card number: \_\_\_\_\_

Name on the card: \_\_\_\_\_

Exp date: \_\_\_\_\_ 3-digit security code: \_\_\_\_\_



### RETURN YOUR COMPLETED AGREEMENT TO:

Attn: Aimee Copp-Hasty  
Valeo Behavioral Health Care  
330 SW Oakley Ave.  
Topeka, KS 66606  
785.342.7232  
acophasty@valeotopeka.org

**DON'T FORGET TO SEND  
US YOUR LOGO FOR  
PROMOTIONAL MATERIALS!  
JPG FORMAT PREFERRED.**