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**SPONSORSHIP PACKAGE**

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**'Surviving  
The Mood'.**

Powered By Abena Tay Foundation

# Sponsorship Packages: “Surviving The Mood” Campaign

Theme: Partnering for Wellbeing: Investing in Mental Health Awareness and Support in Ghana

The “**Surviving The Mood**” campaign offers a unique opportunity for organizations and individuals to demonstrate their commitment to the wellbeing of Ghanaians living with mental health by supporting a vital initiative focused on raising awareness, reducing stigma, and promoting access to resources for bipolar disorder. By becoming a sponsor, donor, or partner, you will not only contribute to a significant social cause but also gain valuable visibility, engage with a diverse audience, and align your brand with compassion, understanding, and positive change within the Ghanaian context.

## Our Promise to Our Supporters

- **Tangible Impact:** Your contribution will directly support impactful awareness campaigns, educational programs, community events, and resource development for individuals and families affected by bipolar disorder in Ghana.
- **Brand Visibility:** We offer a range of prominent recognition opportunities across our diverse platforms, reaching a broad and engaged audience.
- **Community Engagement:** Partner with a respected initiative that fosters positive social change and resonates deeply with the Ghanaian communities.
- **Alignment with Values:** Demonstrate your organization's commitment to social responsibility, mental health advocacy, and the wellbeing of the Ghanaian people.
- **Networking Opportunities:** Connect with other like-minded organizations, community leaders, and mental health professionals.

## Sponsorship Levels

We have developed tiered sponsorship packages to accommodate various levels of investment. Custom packages can also be created to meet specific objectives.

### 1. Platinum Partner (GHS 100,000+): The Champion for Change

- **Benefits for Sponsors, Donors, and Partners**
  - Premier Brand Visibility:** Prominent logo placement as a “Platinum Partner” on all campaign materials (website, social media banners, posters, brochures, event backdrops, media releases).
  - Exclusive Speaking Opportunities:** Opportunity for a senior representative to speak at the Campaign Launch Event and the “Surviving The Mood” Summit on Bipolar Wellbeing.
  - Dedicated Campaign Segment/Feature:** Feature your organization's support and values in a dedicated segment on the campaign website and in a prominent social media campaign.
  - VIP Access and Recognition:** VIP seating and recognition at all campaign events, including the “Surviving The Mood” Summit.
  - Co-Branded Content Opportunities:** Collaboration on the creation of co-branded educational content (e.g., infographics, short videos) highlighting your organization's commitment to mental health.
  - Exclusive Networking Reception:** Invitation to an exclusive networking reception with key campaign organizers, speakers, and community leaders.
  - Corporate Social Responsibility Alignment:** Clear demonstration of your organization's significant commitment to social responsibility and mental health advocacy in Ghana.
  - Annual Impact Report Recognition:** Prominent feature in the campaign's annual impact

report distributed to stakeholders and the media.

- i) **Opportunity to Host a Branded Workshop/Session:** Sponsor and host a specific workshop or session at the “Surviving The Mood” Summit aligned with your organization's expertise or values.

## 2. Gold Supporter (GHS 50,000): The Advocate for Wellbeing

- **Benefits for Sponsors, Donors, and Partner**

- a) **Prominent Brand Visibility:** Prominent logo placement as a “Gold Supporter” on key campaign materials (website, social media, posters, brochures, event signage).
- b) **Speaking Opportunity at Select Events:** Opportunity for a representative to speak at a community awareness event or a specific session at the “Surviving The Mood” Summit.
- c) **Social Media Recognition:** Regular mentions and features on the campaign's social media platforms.
- d) **VIP Access to Key Events:** VIP seating at the “Surviving The Mood” Summit and invitation to select campaign events.
- e) **Co-Branding Opportunities:** Opportunity to co-brand specific campaign materials (e.g., posters, brochures).
- f) **Networking Opportunities:** Invitation to networking sessions at the “Surviving The Mood” Summit.
- g) **Corporate Social Responsibility Recognition:** Recognition of your organization's valuable contribution to mental health awareness in Ghana.
- h) **Inclusion in Annual Impact Report:** Logo and name inclusion in the campaign's annual impact report.

## 3. Silver Contributor (GHS 30,000): The Partner in Progress

- **Benefits for Sponsors, Donors, and Partners**

- a) **Visible Brand Recognition:** Logo placement as a “Silver Contributor” on the campaign website and select promotional materials (e.g., event programs).
- b) **Social Media Mentions:** Recognition through shout-outs on the campaign's social media platforms.
- c) **Invitation to Key Events:** Invitation to the “Surviving The Mood” Summit and other key campaign events.
- d) **Networking Opportunities:** Access to general networking sessions at the “Surviving The Mood” Summit.
- e) **Corporate Social Responsibility Affiliation:** Association with a reputable mental health awareness campaign in Ghana.
- f) **Inclusion in Annual Supporter Listing:** Name inclusion in the campaign's annual list of supporters.

## 4. Bronze Friend (GHS 20,000): The Supporter of Hope

- **Benefits for Sponsors, Donors, and Partners**

- a) **Brand Listing:** Name/logo listing as a “Bronze Friend” on the campaign website's “Our Supporters” page.
- b) **Social Media Acknowledgement:** A thank you mention on the campaign's social media

platforms.

- c) **Invitation to Select Events:** Invitation to community awareness events.
- d) **Corporate Social Responsibility Association:** Affiliation with a positive community initiative.
- e) **Invitation to Key Events:** Invitation to the “Surviving The Mood” Summit and other key campaign events.

## 5. Community Champion (In-Kind Donations & Volunteer Support)

- **Benefits for Sponsors, Donors, and Partners:**
  - a) **Public Acknowledgement:** Recognition on the campaign website and at relevant events (verbal acknowledgment, logo display where applicable).
  - b) **Opportunity to Showcase Expertise:** For organizations providing in-kind services (e.g., printing, venue provision, catering), opportunities to highlight their contributions.
  - c) **Employee Engagement Opportunities:** For organizations providing volunteer support, a meaningful way for employees to contribute to the community.
  - d) **Alignment with a Worthy Cause:** Association with a campaign making a tangible difference in the lives of people in Accra.
  - e) **Invitation to Key Events:** Invitation to the “Surviving The Mood” Summit and other key campaign events.

## Specific Sponsorship Opportunities (Beyond Package Levels)

- **Event-Specific Sponsorships:** Sponsor specific events like the Campaign Launch, “Surviving The Mood” Summit Gala Dinner, Community Awareness Walks, or "Mindful Movie Nights" for tailored visibility.
- **Resource Development Sponsorship:** Fund the creation of specific resources such as brochures in local languages, website content, or video testimonials, with prominent branding on the funded material.
- **Peer Support Group Sponsorship:** Sponsor the establishment and ongoing support of peer support groups in specific communities within Ghana.
- **Media Campaign Sponsorship:** Directly sponsor a specific media campaign (e.g., a radio series, a social media campaign) with tailored branding opportunities.

## How to Become a Sponsor, Donor, or Partner?

We invite you to connect with our campaign team to discuss the sponsorship package that best aligns with your organization's objectives and values. We are also happy to explore customized partnerships to create mutually beneficial collaborations.

### Contact:

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**Join us in making a meaningful difference in the lives of individuals and families affected by bipolar disorder in Accra. Together, we can help our community thrive.**