



Children's
Mental
Health
Matters.org
A MARYLAND PUBLIC
AWARENESS CAMPAIGN

2024 SPONSORSHIP OPPORTUNITIES

Why sponsor the Children's Mental Health Matters Campaign?

For more than 25 years, the Children's Mental Health Matters Campaign in Maryland has been dedicated to raising awareness, reducing stigma, and connecting families with resources. By sponsoring the 2024 Campaign, you not only join a growing advocacy community but also become a leader in promoting the importance of healthy families and communities. Your support sends a powerful message that your business or organization recognizes that mental health is more than the absence of a disorder. Mental health influences children's thoughts, emotions, and actions, impacting their developmental milestones, social skills, and ability to cope with challenges. Supporting mentally healthy childhoods contributes to positive quality of life, fostering thriving families and communities.

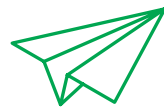
This sponsorship is not only an endorsement of these values and of building strong communities but is also an opportunity to increase awareness, share your commitment with a broader network, and enhance your brand presence across every county in Maryland. In 2023, our campaign reached:

2023 Campaign Reach



7K

Social Media
Followers



8K

Email
Subscribers



440K

Website
Visitors



+500

Champions



+213K

Children and
Families

You can check out our sponsor levels and benefits on the next page and can [sign up to become a sponsor here](#). For more information about becoming a sponsor of the 2024 Children's Mental Health Matters Campaign, contact Heidi Rochon, Chief Program Officer, at the Mental Health Association of Maryland at [443-901-1569](tel:443-901-1569) or hrochon@mhamd.org.



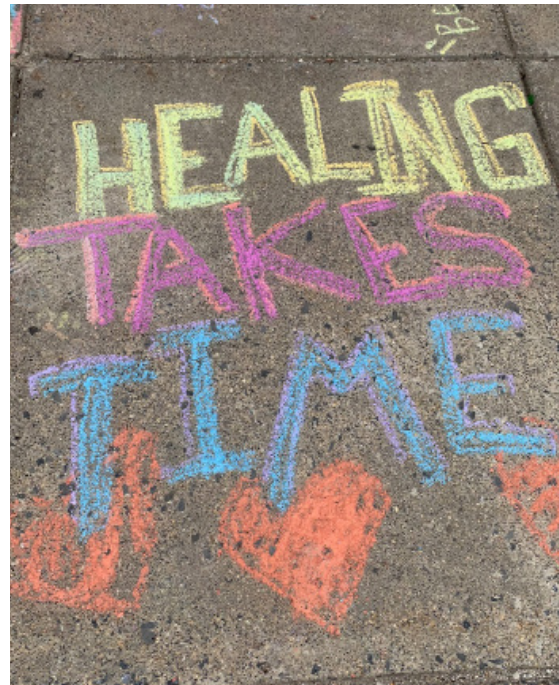
Sponsorship Levels

Becoming a 2024 Children’s Mental Health Matters (CMHM) Campaign Sponsor is a unique opportunity to help you to reach your target audience and build your brand. Find a sponsorship level that best suits your business or organization. [You can sign up to become a sponsor here.](#)

SPONSORSHIP BENEFITS	SUPER HERO \$25,000	HERO \$10,000	SUPER STAR \$5,000	STAR \$2,500	FRIEND \$1,250
CMHM 2024 Sponsor Logo for your website or social media	✓	✓	✓	✓	✓
Acknowledged as sponsor in 2024 CMHM Campaign website	✓	✓	✓	✓	✓
Acknowledged as sponsor in 2024 CMHM Impact Report	✓	✓	✓	✓	✓
Acknowledged with your logo on CMHM Campaign website	✓	✓	✓	✓	
Acknowledged individually in “thank you to our sponsors” social media post once monthly through May (Mental Health Awareness Month)	✓	✓	✓	✓	
Receive a framed copy of the winner poster from the CMHM poster artwork competition	✓	✓	✓		
Acknowledged individually in “thank you to our sponsors” social media post once weekly during May (Mental Health Awareness Month)	✓	✓	✓		
Acknowledged individually in “thank you to our sponsors” social media post once weekly through April and May (Mental Health Awareness Month)	✓	✓			
Your logo included prominently on all weekly email communications during April & May (Mental Health Awareness Month)	✓				
Acknowledgment and logo highlighted in 2024 CMHM Impact Report	✓				
Story of your sponsorship published on MHAMD blog and included in newsletter	✓				



PHOTOS FROM THE 2023 CHILDREN'S MENTAL HEALTH MATTERS CAMPAIGN





The Children's Mental Health Matters Campaign has brought together partners, schools, non-profits, and other agencies with the following goals:

Increase public acceptance of children's mental health as important component of child well-being

Open up conversations about mental health and substance use and reduce stigma

Strengthen access for children and their families to the resources necessary to prevent and support mental health challenges

Highlight and celebrate innovative efforts of Champions for Children's Mental Health

Provide opportunity for Campaign Partners and Champions to amplify their voices

The Children's Mental Health Matters Campaign is a program of the Mental Health Association of Maryland. We are grateful to our many partners:

