

# 5TH ANNUAL MCLEAN COUNTY BEHAVIORAL HEALTH COMMUNITY FORUM

RESOURCE FAIR, AD,  
& SPONSORSHIP  
INFORMATION  
PACKET

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WE ARE ALL IN THIS  
**TOGETHER**

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Tuesday, October 4, 2022  
8:00 AM - 4:30 PM

Bloomington-Normal  
Marriott Hotel & Conference  
Center

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Thank you for supporting the behavioral health efforts of McLean County through the 5th Annual McLean County Behavioral Health Community Forum on Tuesday, October 4, 2022. We are appreciative of your daily efforts to serve the residents of McLean County, and are excited about your involvement at this event!

### Forum & Resource Fair Information

- Date: Tuesday, October 4, 2022
- Time: 8:00 a.m. – 4:30 p.m.
- Location: Bloomington-Normal Marriott Hotel and Conference Center
  - Registration for attendees begins at 7:30 a.m.
- Targeted audience: Any community member above the age of 18 years of age
- Keynote address by an experienced professional and leader in the field of behavioral health and human services, with specific focus on collaboration, education, and community-level change.
- 28 breakout sessions throughout the day
  - Session tracks (7): Adult Behavioral Health, Youth Behavioral Health, Informed Topics: Substance Use, Law & Justice, Resilience-Focused, Building Your Behavioral Health Toolbox, and Emerging Trends and Community Behavioral Health Updates
    - Sessions will be on a wide array of topics related to behavioral health, law and justice, and community-wide updates.
      - There is a topic that could appeal to almost anyone in the community!
- Resource Fair representing community agencies, organizations, and businesses will line the halls of the Conference Center at the Bloomington-Normal Marriott & Conference Center.
- Continuing Education Units (CEUs) for professionals, including teachers and mental health professionals-TBD
- Attendance is *FREE* for Mclean County residents
- Parking is *FREE*, compliments of the Town of Normal

Thank You for the Support!

# Resource Fair & AD Specs

## Fees

We have intentionally structured our fees to recognize and thank our planning partners. We also recognize that available financial resources for marketing may be different between a for-profit and not-for-profit organization. It is our goal to make this day accessible to as many as possible and hope you'll join us. If you still find these fees prohibitive to participation, please contact Taylore Davis at [taylore.davis@mcleancountyil.gov](mailto:taylore.davis@mcleancountyil.gov) to discuss alternatives.

## Exhibitor Tables

- Tables will have cloths and be skirted by the Marriott.
- 2 chairs per table will be provided.
- Exhibitor tables will be passed many times during the day as individuals enter and exit the event and change rooms for breakout sessions.
  - The Resource Fair is strategically placed to receive the most foot-traffic during the day.
  - The Resource Fair exhibitor tables will also be placed near the coffee/tea stations to further optimize visibility of exhibitors
  - This is an excellent way to let the community know about the services you offer!
- Setup available beginning at 7:00 a.m. on October 4, 2022

## Ad Specs

- Ads should be submitted in .jpg/.jpeg/png format and 3" x 1.5" in size.
- Name recognition with no ad space will be near the end of the Program and will list participating agencies at the Resource Fair who do not have separate ad space.

<b>OPTIONS</b>	<b>Planning Partner or Presenter</b>	<b>Non-profit agency or organization</b>	<b>For-profit agency, business or organization</b>
<b>Exhibitor Table only</b>	N/C	\$100.00	\$200.00
<b>Ad space in program</b>	\$30.00	\$60.00	\$90.00
<b>Name recognition in program with no ad space</b>	\$15.00	\$15.00	\$15.00

# SPONSORSHIP LEVELS

All sponsorship levels include a complimentary booth at the resource fair.

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\$6,000

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## RESILIENCY SPONSOR

**Resiliency Sponsor (\$6,000)** A sponsorship at this level allows for each attendee at the Forum to receive lunch at no charge. One primary founding principle of the McLean County Community Behavioral Health Forum is that it be accessible to all and without cost to those who attend from the community. A Resiliency Sponsor will receive:

- 3 tables for the keynote presentation
- One full-page ad in program with recognition as the event's top level and lunch sponsor
- Verbal recognition at the keynote and during the event's opening/welcome remarks
- Signage at lunch stations
- Inclusion on posters and other advertising for the Forum

Resilience is a key element in well-being and exists when a person can recover quickly and thrive from major challenges. Resiliency can start with just one caring person, organization, or community.

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\$3,000

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## CONNECTEDNESS SPONSOR

**Connectedness Sponsor (\$3,000)** A sponsorship at this level will allow for snacks for each attendee at the Forum throughout the day:

- 2 tables for the keynote presentation
- One half-page ad in program with recognition as the event's Connectedness Sponsor
- Inclusion on posters and other advertising as a presenting partner
- Signage at snack stations
- Verbal recognition at the keynote and during the event's opening/welcome remarks

Connectedness is our interactions and relationships with others, our sense of belonging, which form a network to support us, provide meaning to our lives, and increases our resiliency. Social connection improves physical health and mental and emotional well-being.

# SPONSORSHIP LEVELS

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\$2,000

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## STRENGTH SPONSOR

**Strength Sponsor (\$2,000)** A sponsorship at this level allows for a keynote speaker specially selected to address behavioral health concerns at a community-level and how it impacts EVERYONE to present at the McLean County Behavioral Health Community Forum. A Strength Sponsor will receive:

- 1 table for the keynote presentation
- Verbal recognition at the keynote and during the event's opening/welcome remarks
- Recognition in program as Strength sponsor and one quarter-page ad
- Inclusion on posters and other advertising for the Forum as the keynote sponsor

Strength is not about being tough; it is about healthy emotional regulation, self-compassion, and healthy thoughts and behaviors. It is about forward movement and focusing on what is "right" rather than "wrong."

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\$1,000

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## HOPE SPONSOR

**Hope Sponsor (\$1000)** A sponsorship at this level allows for complimentary coffee and tea for all Forum attendees throughout the day of the event. A Hope Sponsor will receive:

- Signage at the coffee & tea station with recognition of the sponsorship, including logo
- Inclusion in the program and one quarter-page ad

Hope is an optimistic state of mind, with the belief that positive change will occur. Hope can lead to strength, powerful positive impacts, and increased resiliency. "Once you choose hope, anything's possible." – Christopher Reeve

# RESOURCE FAIR/AD/SPONSORSHIP SIGN UP FORM

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## INFORMATION

COMPANY/ORGANIZATION NAME:

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ADDRESS:

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CITY/TOWN:

STATE:

ZIP:

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PHONE:

FAX:

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EMAIL:

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PRIMARY CONTACT:

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- RESILIENCY SPONSOR
  - \$6,000 \$ \_\_\_\_\_
- CONNECTEDNESS SPONSOR
  - \$3,000 \$ \_\_\_\_\_
- STRENGTH SPONSOR
  - \$2,000 \$ \_\_\_\_\_
- HOPE SPONSOR
  - \$1,000 \$ \_\_\_\_\_
- EXHIBITOR TABLE (NO CHARGE IF ONE OF THE ABOVE-NOTED SPONSORSHIP LEVELS)
  - PLANNING PARTNER
  - NON-PROFIT AGENCY OR ORGANIZATION
  - FOR-PROFIT AGENCY, BUSINESS OR ORGANIZATION
  - EXHIBITOR TABLE TOTAL \$ \_\_\_\_\_
- AD SPACE IN PROGRAM (NO CHARGE IF ONE OF THE ABOVE-NOTED SPONSORSHIP LEVELS)
  - PLANNING PARTNER
  - NON-PROFIT AGENCY OR ORGANIZATION
  - FOR-PROFIT AGENCY, BUSINESS OR ORGANIZATION
  - AD SPACE TOTAL \$ \_\_\_\_\_
- NAME RECOGNITION (\*NO AD SPACE) (N/A IF ABOVE-NOTED SPONSORSHIP)
  - NAME RECOGNITION TOTAL
- PAYMENT TOTAL \$ \_\_\_\_\_

CHECKS PAYABLE TO "MCLEAN COUNTY TREASURER" AND REGISTRATION FORMS CAN BE MAILED TO:  
TAYLORE DAVIS, BEHAVIORAL HEALTH PROJECT COORDINATOR  
200 W. FRONT STREET, STE 500-D  
BLOOMINGTON, IL 61701

FORMS AND PAYMENT DUE BY AUGUST 31, 2022 FOR SPONSORSHIPS/ADS AND DUE BY SEPTEMBER 9,  
2022 FOR RESOURCE FAIR (ONLY) PARTICIPANTS.  
ADS EMAILED TO [TAYLORE.DAVIS@MCLEANCOUNTYIL.GOV](mailto:TAYLORE.DAVIS@MCLEANCOUNTYIL.GOV) BY AUGUST 31, 2022