

Evening of Hope

Breakthrough Research for Mental Illness



September 18, 2019
Keynote Speaker Elizabeth Vargas

The Event

A charity dinner and auction benefiting The Foundation of Hope for Research & Treatment of Mental Illness, the Evening of Hope takes place each fall at the elegant Pavilion at the Angus Barn in Raleigh, North Carolina. The event features an elegant 5-course dinner—served with exceptional wine pairings—prepared by Iron Chef Walter Royal, as well as a live auction, a silent auction, and a celebrity keynote speaker.

The event will be held on Wednesday, September 18, 2019 at 6 p.m.

Highlights of the Evening

- Magnificent gala with exquisite food and wine
- Memorable event with 430 guests (limited seating)
- Held in a spectacular, rustic open-air setting
- Celebrity keynote speaker
- Private meet and greet with keynote speaker
- Silent and live auctions, featuring wine and stupendous getaways and experiences
- Sold out for the last 6 years!

Participants

- 87% are from Wake County
- 47% are from the 25 most affluent ZIP codes in the Triangle (as ranked by *Triangle Business Journal* in 2018)



Why We Care

Mental illness touches us all.

1 in 5 American adults experiences a mental illness.

That's nearly 44 million people. In North Carolina, that's close to 2 million people.

Suicide is the tenth-leading cause of death in the U.S.

That's 117 suicides a day.

Depression, bipolar disorder, eating disorders, addiction—mental illness costs our economy **\$193.2 billion** in lost earnings every year. But the cost to our relationships, our time and effort, surpasses counting.

It may not be you—but it's definitely someone you know. Someone you love.

We all have a stake in this.

The Foundation of Hope was formed by a family who knew that even those who don't live with a mental illness can still suffer from one. That we need to change the conversation about these illnesses.

Our mission is to promote scientific research aimed at discovering the causes and potential cures for mental illness, to develop more effective means of treatment.

We also strive to destigmatize mental illness, and to foster constructive dialogue that helps **change the way we think and talk about those who suffer.**

We couldn't do this without our extraordinary community—thank you for being with us.

Sponsorship Opportunities

Presenting Sponsor (Exclusive) \$25,000

Event Benefits

- 10 seats (1 table) with premium placement at the gala
- 10 tickets to the VIP Meet and Greet with celebrity keynote speaker
- Prominent signage throughout the venue (4 locations)
- Verbal recognition at the gala
- Logo on gala slide show presentation
- Listed as Presenting Sponsor on the front cover of the Evening of Hope program
- Full-page recognition in Evening of Hope program



Sponsorship Opportunities

Pre-Event Benefits

- Logo on Foundation of Hope homepage with link as a Year-Round Sponsor, and logo on Evening of Hope webpage
- Name on the elegant Evening of Hope invitation as Presenting Sponsor, and logo placement on back (1500)
- Logo on 2,500 Save the Date cards if committed by April 15, 2019
- Social media recognition
- Logo recognition on all marketing materials for event, including press release, ads, website, etc.

Post-Event Benefits

- Logo on the thank you ad in the *Triangle Business Journal*
- Walk for Hope sponsor recognition, which includes logo on brochure (50,000) and poster (1,200); listing on the Walk for Hope website with link and banner placement; passes to the Walk for Hope; and opportunity to have vendor table at event
- Dinner for six (6) at the Angus Barn (\$600 limit)



Sponsorship Opportunities

Speaker Sponsors (2 Only) \$10,000

Event Benefits

- 6 seats with premium placement at the gala
- 6 tickets to the VIP Meet and Greet with celebrity keynote speaker
- Logo recognition at the VIP Meet and Greet prior to event (limit 50)
- Prominent signage throughout the venue (3 locations)
- Verbal recognition at the gala
- Logo on gala slide show presentation
- Full-page recognition in Evening of Hope program (1/2 page inside back cover)

Pre-Event Benefits

- Logo on Evening of Hope webpage, with link to sponsor website
- Name recognition on 3,000 Save the Date cards if committed by April 15, 2019
- Social media recognition

Post-Event Benefits

- Logo on the thank you ad in the *Triangle Business Journal*
- Dinner for four (4) at the Angus Barn (\$400 limit)

Who Speaks for Us



"When I was diagnosed with bipolar disorder [...] I knew it was a disease, and, like all diseases, was treatable."

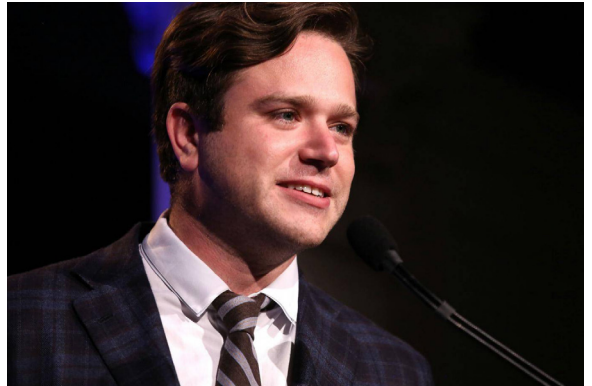
Jane Pauley, award-winning journalist and mental health advocate

Guest Speaker 2017

"I miss my dad every day. But the Foundation of Hope gives hope to me and many others. Mental illness is treatable, and WILL be beatable... in our lifetime."

Zak Williams,
son of actor Robin Williams

Guest Speaker 2015



"If I can be open and honest about [mental illness], then it gives others permission who are afraid to talk about it."

Mariel Hemingway, actress and granddaughter of Ernest Hemingway

Guest Speaker 2013



Sponsorship Opportunities

Auction Sponsors \$5,000

Event Benefits

- 2 seats at the gala
- 2 tickets to the VIP Meet and Greet with celebrity keynote speaker
- Prominent signage in the Silent Auction Tent (2 locations)
- Logo on gala slideshow presentation
- Full-page recognition in the Evening of Hope program
- Logo on the Evening of Hope webpage, with link to sponsor website
- Social media recognition
- Name on the thank you ad in the *Triangle Business Journal*
- Dinner for two (2) at the Angus Barn (\$200 limit)



Sponsors with 2018 Speaker Brooke Shields

Sponsorship Opportunities

Reception Sponsor (Exclusive) \$4,000

Event Benefits

- 1 seat at the gala
- 1 ticket to the VIP Meet and Greet with celebrity keynote speaker
- Logo/name on one side of the cocktail napkin used during the social
- Logo on gala slideshow presentation
- Half-page recognition in the Evening of Hope program
- Logo on the Evening of Hope webpage, with link to sponsor website
- Social media recognition
- Name on the thank you ad in the *Triangle Business Journal*

Paddle Sponsor (Exclusive) \$4,000

Event Benefits

- 1 seat at the gala
- 1 ticket to the VIP Meet and Greet with celebrity keynote speaker
- Logo/name on one entire side of the paddle used during the live auction
- Logo on gala slideshow presentation
- Half-page recognition in the Evening of Hope Program
- Logo on the Evening of Hope webpage, with link to sponsor website
- Social media recognition
- Name on the thank you ad in the *Triangle Business Journal*

Sponsorship Opportunities

Program Sponsors (4 Only) \$2,500

- Logo on inside back page cover of Evening of Hope program
- Your company name on inside front page cover of program
- Logo on gala slideshow presentation
- Prominent signage at event (one location)
- Logo on the Evening of Hope webpage, with link to sponsor website
- Name on the thank you ad in the *Triangle Business Journal*

Evening of Hope Friends \$1,000

- Name listed in the Evening of Hope program
- Name/logo on website and gala slideshow



About the Foundation

The Foundation of Hope for Research and Treatment of Mental Illness is a 501(c)(3) nonprofit organization based in Raleigh, North Carolina. Through its partnership with the University of North Carolina at Chapel Hill's Department of Psychiatry, the Foundation funds critical research focused on understanding the root causes of, and potential cures for, brain diseases.

Since 1984, The Foundation has awarded 140 scientific research grants totaling more than \$6 million; these funds have leveraged an additional \$155 million from the National Institute of Health (NIH) and other federal agencies. We are committed to raising community awareness and supporting effective treatment programs.

Our Vision

Our vision is simple to state, yet grand in scope: to eliminate suffering from mental illness.

With nearly 35 years of providing financial support for the work of understanding and treating mental illness, the Foundation of Hope has its sights set on growing our research efforts, leading to breakthrough treatments with a far-reaching, powerful impact for the one in five Americans living with a mental illness.

Through diversifying our funding resources and expanding our donor base, we seek to become a million-dollar foundation with a far-reaching, powerful impact on worthwhile research projects and community initiatives.



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Breakthrough Research for Mental Illness

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