



2022 ZARROW MENTAL HEALTH SYMPOSIUM

EXPLORING

family constructs

A Virtual Event • September 28-30, 2022

SPONSORSHIP EXPERIENCES

[ZARROWSYMPIUM.ORG](https://zarrowsymposium.org)



Rachel Wurzman

Conference Overview

Through genetics, bonds, friendship, or community we identify as family and at the heart of every family is a relationship. As we move toward a more inclusive understanding of families, we must acknowledge the wide range of intersecting relationships that reach beyond our ancestry and influence us throughout our lifespan in both positive and negative ways. The 2022 Zarrow Mental Health Symposium: Exploring Family Constructs will address the changing needs of families, examining the many facets of family relationships, dynamics, development, and systems. Featured highlights include multi-generational families, cultural considerations, and special needs populations.

The conference will bring together local, regional and national partners from the fields of mental and public health, addiction, education, crisis response, government, law enforcement, criminal justice reform, technology and more to explore best practices, emerging knowledge, and collaborations to bring mental health, family systems and supports to the forefront to better serve individuals and families. 2022 will mark the 28th year for the Symposium which historically draws 800+ participants from across the country.

After much thought, consideration, and consultation with our conference planning partners, the decision has been made for the 2022 Zarrow Mental Health Symposium to be offered over 3 days in a 100%

virtual format. Building on our successes and experience gained with the 2020 and 2021 virtual conferences, we seek to build a robust agenda, with opportunities to learn from nationally recognized speakers, actively engage with presenters and fellow participants, and interact with our sponsors and exhibitors.

Sponsor Overview

Participating in the 28th Annual Zarrow Mental Health Symposium is a great way to build brand identity, raise awareness of your products or services, recruit employees, or foster new and long-term relationships. Your organization can utilize the many virtual benefits listed in this brochure to capture leads and engage with the symposium audience. We are determined to help you achieve your goals.

If you have specific requests related to your virtual exhibit space, we are ready to work with you to customize your sponsorship package and accommodate your needs. Sponsor today to be a part of the unique mix of insight, inspiration, and energy!

For more details, please contact Jessica Manion at jmanion@mhaok.org. Visit www.zarrowsymposium.org to sign up for email news and updates.

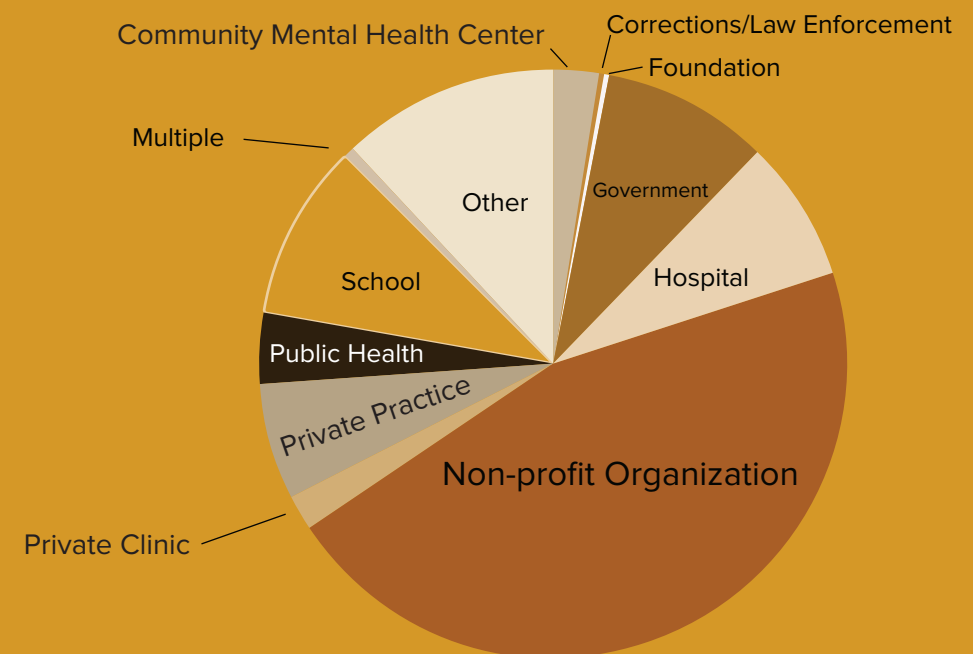
OUR ATTENDEE LANDSCAPE

Attendees represent a broad cross-section of the community ranging from nonprofits, healthcare, education, research, government, law enforcement, faith communities and tribal nations, to mental health professionals including social workers, psychologists, licensed professional counselors, licensed marital and family therapists, licensed alcohol and drug counselors, case managers, and peer recovery support specialists, as well as individuals living with a mental illness, their family members, and mental health advocates.

The Symposium will offer you a unique opportunity to interact with professionals, including:

**Clinicians | Service Providers | Advocates | Educators
Law Enforcement | Policy Makers | Outreach Workers | Funders
| City Planners | Healthcare Providers | And More!**

ATTENDEES BY DISIPLINE/INDUSTRY



Virtual Sponsorship Experiences

2022 ZARROW MENTAL HEALTH SYMPOSIUM

The virtual sponsorship experience features base packages and customizable add-ons. Here's how it works, each sponsorship level has basic features that are listed below and a specific number of add-ons.

After selecting a sponsorship level, review the add-ons list to select which sponsorship feature is most valuable to your organization. You can choose multiple of the same add-on. For example, if your organization wants to be mentioned twice on the Mental Health Download podcast, then you can use two add-ons for that benefit.

Download the sponsorship form at zarrowsymposium.org/sponsorshipform, select your sponsorship + add-ons and email it to jmanion@mhaok.org. For more information, review the detailed descriptions of these sponsorship features on the next page of this brochure. There are a limited number of some add-ons. Submit your sponsorship form early to ensure you receive your preferred add-ons.

Platinum \$25,000

- Listing on Conference Website
- Listing on Conference Virtual Platform
- 5 Registrations
- Virtual Exhibit Space
- Conference Brochure Listing
- Recognition before Keynote Speaker
- Featured on Social Media Recognition

+5 Add-Ons

Gold \$10,000

- Listing on Conference Website
- Listing on Conference Virtual Platform
- 5 Registrations
- Virtual Exhibit Space
- Conference Brochure Listing
- Recognition before Keynote Speaker

+5 Add-Ons

Silver \$5,000

- Listing on Conference Website
- Listing on Conference Virtual Platform
- 4 Registrations
- Virtual Exhibit Space

+4 Add-Ons

Bronze \$2,500

- Listing on Conference Website
- Listing on Conference Virtual Platform
- 4 Registrations
- Virtual Exhibit Space

+3 Add-Ons

Copper \$1,000

- Listing on Conference Website
- Listing on Conference Virtual Platform
- 2 Registrations
- Virtual Exhibit Space

+2 Add-Ons

ADD-ONS

- Pre-Session Countdown Listing
- One Additional Registration
- Prominent Ad Placement On Virtual Platform
- Featured in Social Media
- Mention in the Mental Health Download Podcast
- Sponsor a Block of Breakout Sessions

(This add-on is limited to 9 sponsors for the event)

EXHIBITOR ONLY OPPORTUNITIES | \$250

If your organization would like to interact with our attendees without a custom sponsorship package, you can choose to purchase a virtual exhibitor booth. This space includes the ability to host a live stream during breaks, multiple ways to capture leads, giveaway opportunities for people who engage with your booth, and the ability to upload multimedia files including, video, photos, and documents.

LEARN MORE ABOUT YOUR ADD-ON OPPORTUNITIES

Additional Registrations

You can use an add-on to bring one more person on your team to the Symposium.

Featured in Social Media

Choose to receive a post on our social accounts on one day of the event. Content must be provided by September 15 for scheduling. The post will be shared on our Twitter and Facebook platforms.

The advertisement should be a square (1800 x 1800 pixels) to provide cross-platform capabilities. You can choose a graphic design, photo, or video for your post. Your ad should also include a caption for us to include in the post.

Mention on the Mental Health Download Podcast

Place one 15-20 second audio ad in the Mental Health Download podcast episode during September. Content must be completed by September 1.

Pre-Session Countdown

Be included in the pre-session countdown that will run before each keynote session. The countdown clocks begin 5 minutes before the keynote begins and the logo will be on screen several times before the start time giving attendees multiple opportunities to see your brand advertisement and/or logo. The logo or advertisement needs to be submitted no later than September 1.

Sponsor a Block of Breakout Sessions (9 available)

Before a breakout session, have the opportunity to list a digital ad that attendees will have the chance to see before the speakers begin. Materials must be submitted by September 15 for review.

Prominent Placement on Virtual Platform (8 available)

The virtual platform has a variety of places for advertisements to be front and center for attendees to see your logo and/or advertisement. Dimensions will be available during the summer of 2022 and designs will need to be available by September 15 to be uploaded to the virtual platform.

SEE WHAT OUR 2021 SPONSORS HAD TO SAY

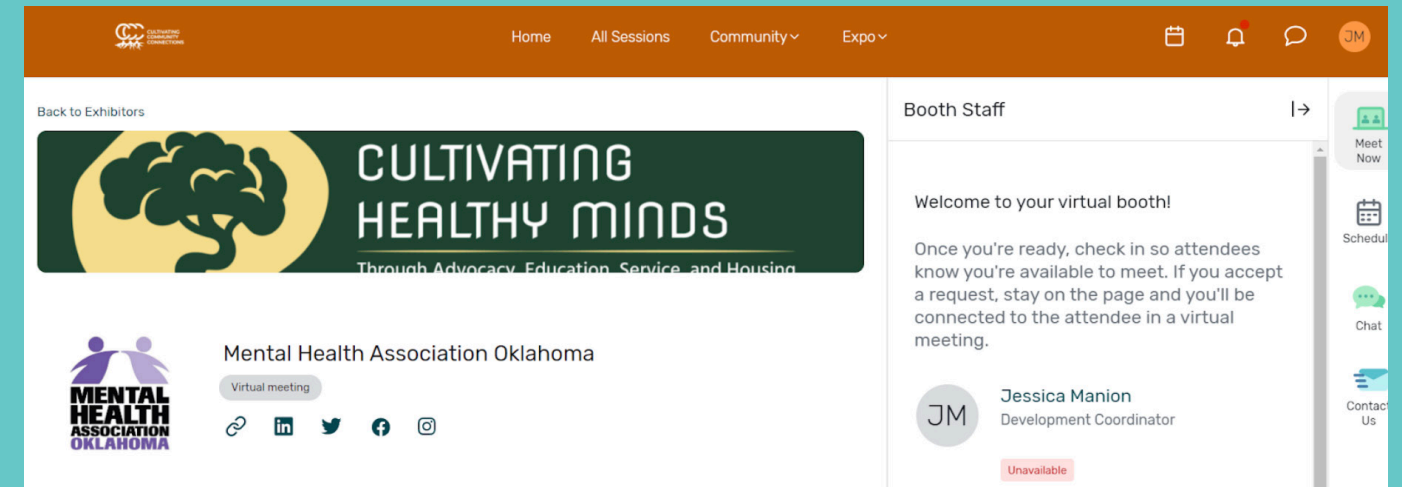
The virtual exhibit “was easy to use and a great way to share information. Easily accessible, easy to understand, great content. I would use this platform in the future.”

“Love the ability to meet with folks via video chat and talk live.”

“Appreciate the Symposium staff sending the video about how the virtual booth worked. Zarrow staff were very quick to answer questions and concerns. Overall a good experience.”

Mental Health Association Oklahoma’s Symposium staff is committed to ensuring you get the most out of your virtual exhibit booth experience and will host training sessions to show you how to navigate the platform most effectively and work with you as needed to ensure you can engage with attendees in meaningful ways.

VIRTUAL EXHIBITOR EXPERIENCE



The Zarrow Mental Health Symposium is a virtual experience, and exhibitors have multiple options to engage with attendees through the virtual exhibit hall.

At your virtual booth, you can display your logo, contact information, photos, and share information about your organization like you would at any in-person event. The virtual booth can effectively help you capture leads through promotions and offers where attendees can easily give you their contact information to participate, and you’ll immediately receive their information and be able to follow up through private messaging or group chat.

In addition to being able to upload a pre-recorded video, you can also host a live video conference using Zoom, Google Meets, and a number of other platforms where attendees can connect with you to learn more about your organization and services between sessions at the Symposium.





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CONTACT:

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