

 **LIVINGWORKS** *Youth Summit*

**Saving Lives Together!**



We all have a role to play in creating suicide-safer communities



## Sponsorship Opportunities

On September 15, 2020, LivingWorks is hosting a virtual Youth Summit presented by Sutter Health to launch its new LivingWorks Start program, available through the California Department of Education. The LivingWorks Youth Summit will bring together a mix of performing artists, social media influencers and motivational speakers, with an emcee weaving the acts and speakers together to share a message of hope, resilience and suicide prevention.

Available to more than 1.7 million junior high and high school students online - whether in classrooms or learning from home - the LivingWorks Youth Summit offers the opportunity to make a meaningful difference in the lives of California youth. This one-hour inspirational event will be pre-recorded and live streamed, with the recording archived both on YouTube and the LivingWorks website.

Objectives of the Youth Summit are:

- To start the conversation about suicide prevention as part of mental health and wellness.
- To foster a sense of hope and resilience among youth during this particularly challenging time. Covid-19 and racial tensions have led to an increased sense of stress and worry for California students.
- To convey the LivingWorks Network of Safety model.

### Why should you sponsor the LivingWorks Youth Summit?

- **Build a Network of Safety** - your contribution will help build a life-saving Network of Safety within California school districts, protecting our youth from the risk of suicide and equipping them with skills to identify peers in trouble.
- **Connect with youth in an intimate and meaningful way** - this event provides a unique opportunity to deliver a powerful message to today's youth. Connect virtually with students through sponsor-imagined online activations.
- **Connect with the world leaders in suicide prevention** - you and your team will receive a private one- hour consultation with the LivingWorks team to discuss suicide prevention training solutions and creating a Network of Safety at your workplace.
- **Corporate Social Responsibility** - consumers value brands that have a strong social conscience. Supporting a youth suicide prevention initiative positions your brand at the forefront of a pressing social issue in North America and aligns you with a proven solution.

### LivingWorks Start Program

- › Anyone can have thoughts of suicide
- › Everyone can learn how to help
- › Talking about suicide will not give someone the idea
- › Most people thinking of suicide want help to stay alive

## **\$100,000 - Presenting Co-sponsors (1 SOLD!)**

- Recognized as Presenting Sponsor in all correspondence, signage, media presence.
- Opportunity to be interviewed for playback at the Summit.
- Opportunity to present 15-second pre-produced commercial at Summit.
- 5,000 LivingWorks Start licenses – **a \$150,000 value.**
- Opportunity to display company logo.
- Logo recognition and link to company website on Youth Summit event website and all event promotions.
- Acknowledgement in media releases.
- Verbal recognition during event.

## **\$50,000 - Production Sponsor**

Your contribution will help ensure the LivingWorks Virtual Summit is a professionally produced, engaging show.

- Opportunity to speak (interview format) or play recorded message at the Summit.
- Opportunity to be interviewed for playback at the Summit.
- 2,500 LivingWorks Start licenses **a \$75,000 value.**
- Logo recognition and link to company website on Youth Summit event website and all event promotions.
- Acknowledgement in media releases.
- Verbal recognition during event.

## **\$25,000 - Entertainment Sponsor (multiple opportunities)**

Performing artists build the energy of the event, attract and engage students in the event. Motivational speakers will further engage the students with impactful lived experience stories focused on hope, resiliency and belonging. Speakers will address both mental health and suicide prevention.

- Company logo included in intro to speaker/artist's presentation.
- Logo recognition and link to company website on Youth Summit event website and all event promotions.
- Alignment with a particular speaker or artist.
- 1,250 LivingWorks Start licenses **a \$37,500 value.** Acknowledgement in media releases.
- Verbal recognition during event.

## **\$10,000 - Network of Safety Sponsor**

This will help cover the cost of providing trained counsellors at the virtual event who are ready to support any student or participant who may experience suicidal thoughts and require intervention.

- Logo recognition and link to company website on Youth Summit event website and all event promotions.
- 500 LivingWorks Start licenses **a \$15,000 value.**
- Acknowledgement in media releases.
- Verbal recognition during event.

## **\$1,000 - Virtual Swag Bag Sponsor (multiple opportunities)**

This is your chance to engage the students in sponsor-imagined and executed interactive game or virtual experience where they can interact with your brand after the event is over.

- Your company offers an online redemption code or gift certificate for students to use after the event.
- Logo recognition and link to company website on Youth Summit event website and all event promotions.
- Verbal recognition during event.