

— 1ST ANNUAL —
DENVER BENEFIT GALA

headstrong

— 2018 —
**SPONSORSHIP
INFORMATION**

**A SPECIAL EVENING IN SUPPORT OF
COMPREHENSIVE MENTAL HEALTHCARE
FOR IRAQ AND AFGHANISTAN VETERANS.**

**THURSDAY, MAY 17TH, 2018
FOUR SEASONS HOTEL DENVER
GETHEADSTRONG.ORG**



ABOUT

Coming home from war is not easy. Through a partnership with Weill Cornell Medicine, the Headstrong Project provides cost-free, bureaucracy-free, and confidential mental healthcare treatment to Iraq and Afghanistan combat veterans.

Nearly 400,000 Iraq and Afghanistan veterans report symptoms of post-traumatic stress disorder (PTSD). The VA estimates we lose 20 veterans a day to suicide with 41% higher risk of suicide for deployed veterans compared to the general U.S. population.*

With Weill Cornell Medicine, the nation's leading mental health care center, Headstrong developed a first of its kind, individually-tailored, comprehensive treatment program for Post-Traumatic Stress (PTS).

Since 2012, we have demonstrated a successful integrated treatment program, using stabilization techniques and EMDR to process traumatic memory. Clients are partners in crafting their treatments with their therapists. They may receive individual and group therapy, participate in yoga or other activities, and their partner may participate in a significant other group.

Programs are based in New York State, Denver, Boulder, Colorado Springs, North New Jersey, San Diego, Riverside, L.A., Washington D.C., Houston, Chicago, and Philadelphia with plans to expand this year to the Pacific Northwest and the Southern Virginia area. The Headstrong Project has treated over 580 post-9/11 veterans to date and has provided more than 7,000 clinical treatment hours.

MEASURABLE RESULTS

- 75%** BETTER SLEEP
- 71%** REDUCED HYPER-VIGILANT
- 83%** FEWER FLASHBACKS AND NIGHTMARES
- 87%** IMPROVED MOOD
- 77%** IMPROVEMENTS IN JOB AND/OR EDUCATION,
- 80%** REDUCED USE OF DRUGS OR ALCOHOL
- 86%** REDUCED SUICIDAL IDEATION
- 67%** REDUCTION IN MEDICATION

**The largest analysis of veteran suicide ever done, the VA report was released in August of 2016, based on record data collected from 1979 to 2014.*

Simply put, Headstrong Project has helped me become excited about life again.

OUR TEAM



JOE QUINN
Executive Director



ZACHARY ISCOL
Co-Founder,
Chairman of the Board



GERARD ILARIA
Clinical Director &
Co-Founder



DR. ANN BEEDER
Medical Director &
Co-Founder



EVELYN POLCARI
Director of
Development



MIGUEL OCEGUEDA
Director of Clinical
Partnerships



DUSTIN SHRYOCK
Director of Operations



LOIS SLUBOWSKI
Business Manager

BOARD MEMBERS

DR. ANN BEEDER
Co-Founder,
Medical Director

AL RABIL
Co-Founder

KIMBERLY CANTOR

DAVE PETRUCCO
Co-Founder,
Vice Chairman of the Board

DARLAN MONTERISI

PETER WESTMEYER

KENNETH POLCARI

PAUL CASEY
Secretary-Treasurer

**COLONEL PETER
PETRONZIO**

RYAN SPARKS

NATHAN FLETCHER

The first step in developing the ability to see the light at the end of the tunnel is to recognize that you are in a tunnel, the second step is to seek proper treatment. I wish other veterans knew the empowering relief I felt when I first started treatment at Headstrong and that their own relief can be had if they-or their wife in my case-summoned the same courage they called upon in war and contacted the Headstrong Project.

PAST EVENT HIGHLIGHTS



Headstrong hasn't only helped me with my demons of the past; it has helped with my issues in daily life and, for the first time, I can plan for my future outside of the military.

THE DETAILS

300 people are expected to attend

The evening will include:

- Cocktail hour
- Key-note speaker
- Elegant sit down dinner
- Short program about the Headstrong mission

FUND-A-NEED AUCTION

During the evening as part of our fundraising efforts, we will respectfully ask attendees to participate in the Live Fund A Need for various treatment programs honoring our veterans

SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

\$50,000

- Platinum seating for 40 guests
- Recognition as Title Sponsor in all press materials
- Full page advertisement placement on outside back cover of event program
- Logo listing on-screen at the event and on the step and repeat
- Speaking engagement on stage of the event
- Customized gobo created with logo projection at event entrance
- Gift bags with company logo alongside Headstrong Project logo and opportunity to put items within

// If you told me a year ago that in one year I would be as happy as I am today, I would not have believed you! //

VALOR

\$25,000

- Gold seating for 30 guests
- Logo and listing as event underwriter on invitation and on screen at the event
- A full page advertisement on inside front cover of the event program
- Acknowledgment as event underwriter in all press materials, leading up to and on day of the event
- Verbal thank you from stage by event host
- Priority logo placement on step and repeat
- Opportunity to donate items for gift bags

SPONSORSHIP OPPORTUNITIES



// The toughest thing about dealing with PTS is admitting you have a problem. And thanks to Headstrong, once I did, I've been provided with exactly what they promised — the cost, bureaucracy and stigma free treatment I needed... //

HONOR

\$20,000

- Gold Seating for 15 guests
- Logo and listing as event underwriter on invitation and on screen at the event
- Acknowledgment as event underwriter in all press materials, leading up to and on day of the event
- Verbal thank you from stage by event host
- Priority logo placement on step and repeat
- Half page advertisement in the event program
- Opportunity to donate items for gift bags

COURAGE

\$10,000

- Silver seating for 12 guests
- Verbal thank you from stage by event host
- Half page advertisement in the event program
- Opportunity to donate items

COMMITMENT

\$5,000

- Silver seating for 10 guests
- Quarter page advertisement in the event program
- Opportunity to donate items for gift bags

MAJOR

\$2,500

- 4 Benefit Dinner Tickets
- Underwrite 4 Military Guest Tickets
- Half page advertisement in the event program

SPECIALIST

\$1,000

- 2 Benefit Dinner Tickets
- Underwrite 2 Military Guest Tickets
- Half page advertisement in the event program

INDIVIDUAL TICKETS

\$250



TRIBUTE JOURNAL ADS

If your reservations/sponsorship does not include an advertisement or if you would like to purchase one without reservations, tribute advertisements are available at the following rates:

FULL PAGE: \$1,000

HALF PAGE: \$500

QUARTER PAGE: \$250

SPONSORSHIP OPPORTUNITIES

Going to therapy at Headstrong not only allows me to be the best person I can be, but it allows me to show my fellow veterans how beneficial therapy can be.

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WWW.GETHEADSTRONG.ORG

Headstrong Project is a 501(c) 3 organization. Contributions are fully tax-deductible, and all but \$150 of each ticket is tax-deductible.

FOR MORE INFORMATION ABOUT THE EVENT, PLEASE CONTACT:

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