

Benefits of Laughter, "A Seriously Funny Night," is known for delighting the Atlanta community with good laughter for a great cause. Our signature fundraising event held each fall, Benefits of Laughter celebrates stories of recovery from mental illness and affirms the importance of effective mental treatment for the health of our workforce, schools, and community. A unique feature of the evening is a comedy performance, proving that sometimes laughter really is the best medicine.

Format

Typically, the evening includes a cocktail reception, dinner, program, and comedy performance. Guests have an opportunity to network, learn about Skyland Trail, hear from a program graduate, and enjoy an evening of laughs.



Attendance

Annually the event is attended by more than 600 of Atlanta's corporate, philanthropic and community leaders. Corporate sponsors and individual patrons serve as table hosts and may invite guests to attend the event.



Impact

Annually the event raises more than \$1 million through corporate and individual contributions. Proceeds support financial aid awards that improve access to treatment and important therapeutic programs for adults and teens.

31% of adult clients received financial aid in 2022

37% of adolescent clients received financial aid in 2022

Sponsor Recognition

We are pleased to recognize event sponsors through pre-event publicity, social media outreach, onsite recognition and promotional opportunities on our website and in our publications throughout the year.

Communications are seen by more than 7,000 individuals.

Skyland Trail social media channels reach more than 7,200 individuals.

Benefits of Laughter 2023

Thursday, October 19

6:30 PM
Reception

7:30 PM
Dinner & Program

EVENT CHAIRS

Anne Marino
Nan Easterlin

CORPORATE CHAIR

Mike Marino

PATRON CHAIRS

Lillian and Larry Connolly

CONTACT

Pam McAdams
pmcadams@skylandtrail.org
678-686-5905

Note: Skyland Trail will follow public health recommendations for Covid-19 prevention at the time of the event.



2023 Benefits of Laughter SPONSORSHIP OPPORTUNITIES

Support for Benefits of Laughter will provide critical financial resources for families in need and will help Skyland Trail achieve its important mission.

PRESENTING SPONSOR	\$100,000	SILVER SPONSOR	\$6,000
DIAMOND SPONSOR	\$50,000	BRONZE SPONSOR	\$4,000
PLATINUM SPONSOR	\$25,000	PATRON	\$2,000
GOLD SPONSOR	\$12,000		

PRESENTING SPONSOR - \$100,000

(tax deductible amount after benefits is \$97,000)

A gift at this level will provide one month of critical support for three clients in need of residential treatment - our most intensive level of care, which includes room and board, 24/7 nursing staff support, psychiatric services, group therapy sessions, enrichment services and adjunctive therapies.

- Name and/or logo in all media related to the event including listing on website, signage, press releases, invitation, program and annual report
- Digital 'shout out' on social media prior to the event
- Ad in *Journeys* magazine and event program*
- Sponsorship advertisement displayed on event website with link to sponsor's website*
- Two premier tables of 10 and complimentary valet parking passes for hosts and guests
- Option for a private education session with Skyland Trail leadership

DIAMOND SPONSOR - \$50,000

(tax deductible amount after benefits is \$48,500)

A gift at this level will sponsor three months of transitional housing and enrichment programming for five clients as they prepare to reintegrate into their communities.

- Name and/or logo in all media related to the event including listing on website, signage, press releases, invitation, program and annual report
- Digital 'shout out' on social media prior to the event
- Ad in *Journeys* magazine and event program*
- Sponsorship advertisement displayed on event website with link to sponsor's website*
- Premier seating for 10 and complimentary valet parking passes for host and guests

PLATINUM SPONSOR - \$25,000

(tax deductible amount after benefits is \$23,500)

A gift at this level will sponsor four weeks of intensive outpatient services for four clients and families including individual, family, and group therapy.

- Name and/or logo in all media related to the event including listing on website, signage, press releases, invitation, program and annual report
- Ad in *Journeys* magazine and event program*
- Sponsorship advertisement displayed on event website with link to sponsor's website*
- Prime seating for 10 and complimentary valet parking passes for host and guests

Benefits subject to change based on health and safety protocols.

*Applies to corporate sponsors only. All listings and ads are subject to print deadlines.

GOLD SPONSOR - \$12,000

(tax deductible amount after benefits is \$10,500)

A gift at this level supports a full year of adolescent family programming, which provides bi-weekly sessions to prepare families for care and support of their loved one during and after treatment.

- Listing in select media related to the event including website, invitation, program and annual report
- Logo included in sponsorship recognition section of *Journeys* magazine*
- Choice seating for 10 and one complimentary valet parking pass for table host

SILVER SPONSOR - \$6,000

(tax deductible amount after benefits is \$5,100)

A gift at this level will fund one year of Life Enrichment Programming to help clients address social anxieties through experiential learning in the community.

- Listing in event invitation, program and annual report
- Select seating for 6

BRONZE SPONSOR - \$4,000

(tax deductible portion after benefits is \$3,400)

A gift at this level supports four months of horticultural, art and music therapy, which promote breakthroughs in client recovery by providing new ways to express thoughts and emotions.

- Listing in event invitation, program and annual report
- Reserved seating for 4

PATRON - \$2,000

(tax deductible amount after benefits is \$1,700)

A gift at this level funds four months of vocational services to help clients clarify career goals, identifying strengths, building skills, and learning how to problem solve in school and career settings.

- Listing in event invitation, program and annual report
- Reserved seating for 2

Benefits subject to change based on health and safety protocols.

*Applies to corporate sponsors only. All listings and ads are subject to print deadlines.



**Skyland
Trail**

Why should you become a sponsor?

Mental illness affects individuals, families, businesses and communities.

Your event sponsorship helps individuals with mental illness access and fully engage in a nationally recognized treatment program.

About Skyland Trail

Skyland Trail is a nationally recognized nonprofit mental health treatment organization serving adults ages 18 and older and adolescents ages 14 to 17. Through our residential and day treatment programs, we help our clients grow, recover, and reclaim their lives.



Who We Treat

- **adults ages 18 and older** with a primary mood, anxiety, or thought disorder, including bipolar illness, major depression, and schizophrenia. Many clients have co-occurring substance abuse, borderline personality disorder, trauma disorders, or anxiety diagnoses
- **adolescents ages 14 to 17** with depression, bipolar disorder and anxiety disorders

Expert Psychiatric Care with a Holistic Approach to Wellness

Clients receive individualized, evidence-based care from a multidisciplinary team of experts based on their diagnoses, symptoms and self-defined goals.

Our integrated medical, mental, and social model includes a wide variety of therapies and services. A structured but diverse daily schedule helps clients develop strategies to improve mental health, physical wellness, independence, relationships with family and friends, and school or career readiness.

Did you know?

1 in 4 adults experience an episode of mental illness each year.

Suicide is the **4th leading cause of death** in the U.S.

A CDC report about the **pandemic's effect on mental health** identified that 25% of 18- to 24-year-olds surveyed had "seriously considered suicide" in the last 30 days.



"This program is something that I can say is life-changing and life-motivating."

ALAINA D.
ADULT PROGRAM GRADUATE

Financial Aid

Over \$2.1 Million
total financial aid
awarded in 2022

31%

of adult clients in intensive services who received financial aid awards

37%

of adolescent clients in intensive services who received financial aid awards

YES. We support recovery.

Please include us as an event sponsor of Benefits of Laughter 2023.

CONTACT NAME

ORGANIZATION NAME (please indicate how you would like to be listed in promotional materials)

PHONE NUMBER CELL HOME WORK

EMAIL ADDRESS

SPONSORSHIP LEVEL (please check one)

Presenting Sponsor: \$100,000

Silver Sponsor: \$6,000

Diamond Sponsor: \$50,000

Bronze Sponsor: \$4,000

Platinum Sponsor: \$25,000

Patron Sponsor: \$2,000

Gold Sponsor: \$12,000

GIFT PAYMENT METHOD (We request full payment by October 2 2023)

Check Enclosed (payable to Skyland Trail)

Consider this my pledge: Payment in full will be made by _____ (payments may be made in installments)

MasterCard

VISA

American Express

Discover

NAME ON CARD

CARD NUMBER

CARD SECURITY CODE

EXPIRATION DATE

BILLING ADDRESS

CITY

STATE

ZIP

SIGNATURE

DATE

Please return to:

Pam McAdams
Skyland Trail
1961 North Druid Hills Rd NE
Atlanta, GA 30329

Questions and Comments:

Pam McAdams
pmcadams@skylandtrail.org
678-686-5905

