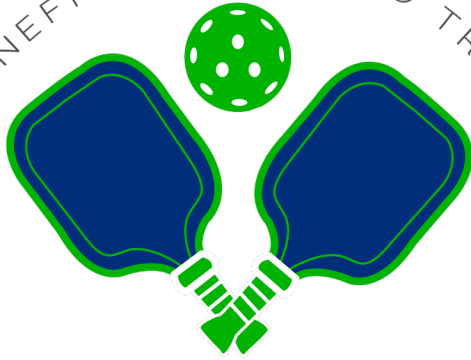


BENEFITING SKYLAND TRAIL



BETH C. JONES

Pickleball Tournament

Presented by

ROARK

Saturday, January 20, 2024

2:00 – 5:00 p.m.

Atlanta Pickleball Center

1359 Ellsworth Blvd NW,

Suite B

Atlanta, GA 30318

www.skylandtrail.org/pickleball

The inaugural Beth C. Jones Memorial Pickleball Tournament will be held on Saturday, January 20, 2024, at the Atlanta Pickleball Center.

Impact

Participation supports the evidence-based mental health treatment programs for adolescents and adults at Skyland Trail.

Sponsorship

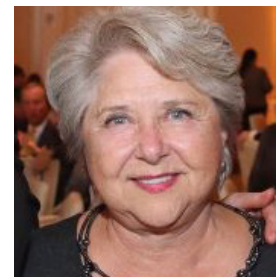
We are seeking community sponsors to help support the event. Sponsorship can include on-site promotional opportunities as well as visibility across Skyland Trail digital channels and print publications.

Contact

Pam McAdams, Director of Events
pmcadams@skylandtrail.org
678-686-5905

Remembering Beth Jones

Beth Jones was an ardent supporter of mental health causes and understood the importance of advancing the mission of Skyland Trail for the Atlanta community through volunteering and philanthropy. Ms Jones served 15 years on the Skyland Trail Board of Directors and 11 years as a Board Emeritus.



She volunteered to chair the very first Benefits of Laughter in 1998. The event has since become the annual signature fundraising event for Skyland Trail, raising more than \$18 million to support financial aid awards for qualifying clients and families. In 2003, Beth became a founding member of the Skyland Trail Associates, a group of women volunteers who help advance our mission through events and community involvement.

Ms. Jones passed away on December 28, 2022.





2024 Beth C. Jones Memorial Pickleball Tournament

SPONSORSHIP OPPORTUNITIES

Support for inaugural Beth C. Jones Pickleball Tournament will provide critical financial resources for families in need and will help Skyland Trail achieve its important mission.

King of the Court Sponsor (The Big Dill) - \$15,000 **SOLD OUT**

- Recognition as the Title Sponsor of Event
- Featured as Title Sponsor on all event materials, including prominent logo placement on event signage and website
- Digital 'shout out' on social media prior to the event
- Recognition in media and PR efforts
- Listing in annual report and 2024 issue of *Journeys* magazine (dist. 4,000)
- Verbal recognition at tournament
- Opportunity for on-site presence at the event as desired
- Two complimentary team registrations

Ace Sponsor (The Sweet Gherkins) - \$7,500

- Prominent recognition on event signage and website
- Digital 'shout out' on social media prior to the event
- Listing in annual report and 2024 issue of *Journeys* magazine (dist. 4,000)
- Verbal recognition at tournament
- One complimentary team registration

Rally Sponsor (The Classic) - \$5,000

- Prominent recognition on event signage and website
- Verbal recognition at tournament
- Listing in annual report and 2024 issue of *Journeys* magazine (dist. 4,000)
- One complimentary team registration

All listings and ads are subject to print deadlines.

YES. We support recovery.

Please include us as an event sponsor for the inaugural Beth C. Jones Memorial Pickleball Tournament.

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)

King of the Court (The Big Dill)*: \$15,000

*Exclusive Event Title Sponsor: **SOLD OUT**

Ace (The Sweet Gherkins): \$7,500

Rally (The Classic): \$5,000

GIFT PAYMENT METHOD (We request full payment by January 19, 2024)

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



www.skylandtrail.org/pickleball



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.



"I will be forever grateful for Skyland Trail providing financial aid to me and my family. The aid we received helped me come to terms with seeing this as an investment in a positive future for myself, instead of a burden I'd spend my life trying to make up to my parents."

JAMES M.
ADULT PROGRAM GRADUATE

Financial Aid

\$2,497,673

total financial aid awarded in 2021

35%

clients in intensive services who received financial aid awards