



2024 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	\$7,500
DIAMOND SPONSOR	\$50,000	BRONZE SPONSOR	\$5,000
PLATINUM SPONSOR	\$25,000	PATRON	\$2,500
GOLD SPONSOR	\$12,500		

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.

- Logo recognition* in all media related to the event including listing on website, press releases, program, annual report, and Journeys magazine
- Ad in Skyland Trail Journeys magazine
- Education session with a Skyland Trail representative.
- Two premier tables of 10 and complimentary valet parking for twenty (20)

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.

- Logo recognition* in all media related to the event including listing on website, press releases, program, annual report, and Journeys magazine
- Ad in Skyland Trail Journeys magazine
- Premier seating for ten (10) and complimentary valet parking for ten (10)

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.

- Logo recognition* in all media related to the event including listing on website, press releases, program, annual report, and Journeys magazine
- Ad in Skyland Trail Journeys magazine
- Prime seating for ten (10) and complimentary valet parking for host

GOLD SPONSOR – \$12,500

(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.

- Logo recognition* in all media related to the event including listing on website, press releases, program, annual report, and Journeys magazine
- Choice seating for ten (10)

SILVER SPONSOR – \$7,500

(tax deductible amount after benefits is \$6,600)

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.

- Name recognition* in all media related to the event including listing on website, press releases, program, annual report, and Journeys magazine
- Select seating for six (6)

BRONZE SPONSOR – \$5,000

(tax deductible portion after benefits is \$4,400)

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.

- Name recognition* in all media related to the event including listing on website, press releases, program, annual report, and Journeys magazine
- Reserved seating for four (4)

PATRON – \$2,500

(tax deductible amount after benefits is \$2,200)

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.

- Name recognition* in all media related to the event including listing on website, press releases, program, annual report, and Journeys magazine
- Reserved seating for two (2)

Recognition benefits apply to corporate and foundation sponsors only. When applicable, please provide logos as .eps, .ai, or .pdf files.

YES. We support recovery.

Please include us as an event sponsor of Benefits of Laughter 2024.

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:** \$7,500

☐ **Diamond Sponsor:** \$50,000

☐ **Bronze Sponsor:** \$5,000

☐ **Platinum Sponsor:** \$25,000

☐ **Patron Sponsor:** \$2,500

☐ **Gold Sponsor:** \$12,500

GIFT PAYMENT METHOD (We request full payment by October 1 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



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.

44% of adult clients received financial aid in 2023

39% of adolescent clients received financial aid in 2023



Sponsor Recognition

We are pleased to recognize event sponsors on-site at the event; through pre-event promotion; and through our website, social media, and publications throughout the year.

Skyland Trail communications are seen by more than 9,000 individuals.

Benefits of Laughter 2024

Thursday, October 17

6:30 PM
Reception

7:30 PM
Dinner & Program

EVENT CHAIRS

Frances Kerr &
Sharmila Prabhu

CORPORATE CHAIR

Brennan Spry

PATRON CHAIRS

Suci & Hardie Jackson

CONTACT

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

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 disorders, major depression, and schizophrenia. Many clients have co-occurring substance use, borderline personality disorder, or trauma-related disorders.
- **adolescents ages 14 to 17** with depression, bipolar disorder, anxiety disorders or trauma-related 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.

1 in 6 youth ages 6 to 17 experience an episode of mental illness each year.

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

50% of all lifetime cases of mental illness begin by age 14.



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

ALAINA D.
ADULT PROGRAM GRADUATE

Financial Aid

Over \$2.5 Million
total financial aid
awarded in 2023

44%
of adult clients in
intensive services who
received financial aid
awards

39%
of adolescent clients in
intensive services who
received financial aid
awards