

2022  
**Signature  
Series**

# Mental Health in America

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**Sponsorship Opportunities**



COURAGEOUS CONVERSATIONS.

# INNOVATIVE EVENTS.

The Alliance for Health Policy's annual Signature Series addresses the most challenging issues in health policy by convening cross-sector dialogues with experts in both policy and practice. Together, we critically examine these issues to identify what's at stake, as well as key areas of challenge and opportunity.

**We actively listen to our community of policymakers and public health leaders to discover the issues they find most pressing.**

## 2021 Signature Series Stats

6

SIGNATURE  
EVENTS

133

EXPERT  
PANELISTS

1372

TOTAL  
ATTENDEES

72

CONGRESSIONAL  
STAFF ATTENDEES

### WHY THE ALLIANCE

**LEADERSHIP** | We have been the leader in providing nonpartisan, evidence-based educational programming to the health policy community for over 30 years.

**TRUST** | Since our founding in 1991, the Alliance has conducted over 1,100 programs, successfully positioning ourselves as a trusted source of information for not only Capitol Hill, but a wide array of stakeholders.

### WHY SUPPORT THIS PROGRAM

**IMPACT** | Supporting the Signature Series is a commitment to tackling the issues at the heart of today's health policy discussions and engaging in solution-focused dialogues with colleagues from across the broader health policy community, including academics, practitioners, and more.

**RECOGNITION** | Sponsorship of the Signature Series offers you the opportunity to connect with key individuals of influence and provides your organization with premier recognition and visibility throughout the year.

2022 SIGNATURE SERIES THEME:

# MENTAL HEALTH IN AMERICA

Mental health and well-being have quickly emerged as a critical national health priority. Even prior to the pandemic, growing crises such as overdose deaths and “deaths of despair” were a significant cause of public policy concern.

The pandemic has subsequently contributed to and laid bare even more widespread challenges and disparities in Americans’ mental wellness. With a four-fold increase in adults who reported feeling symptoms of anxiety and depression in 2020 alone, millions of American households are affected.

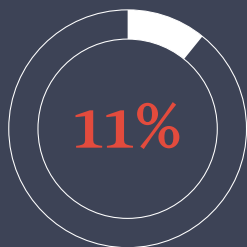
The Alliance will explore the breadth and depth of U.S. mental health across three major themes: Innovation, delivery, and access, while examining health equity implications across all domains.

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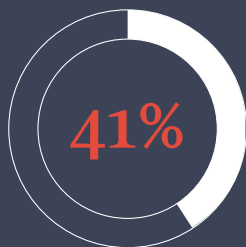
**This interactive year-long series will take a deep dive into topic areas including mental health conditions, substance use and addiction medicine, and neurocognitive health, as well as the public and private sectors’ responses.**

Four times as many American adults reported symptoms of anxiety and depression in 2020 compared to 2019.

Jan - Jun 2019



January 2021



The Implications of COVID-19 for Mental Health and Substance Use. Kaiser Family Foundation. February 10, 2021.



# EVENTS

The **Signature Series** is composed of six key elements designed to listen, engage, and educate. Throughout the year, each event builds upon itself, taking knowledge gained from the previous activity to inform the next. Our programs are founded upon diverse viewpoints and perspectives, ensuring each topic is holistically approached. Events culminate in a white paper, summarizing lessons learned and actionable next steps for consideration by the health policy community.

## APRIL

### Thought Leader Discussion #1

During this interactive, invitation-only session, thought leaders, experts, and policymakers will be engaged to develop a framework for the series as a whole.

## JULY

### Networking Reception

In the evening preceding the Summit, our community will gather together and enjoy networking opportunities with special guests and stakeholders.

## JULY

### Summit

The Summit will examine cutting-edge thinking and innovative solutions through a series of panels and keynotes featuring the brightest minds.

## AUGUST

### Thought Leader Discussion #2

Thought leaders will reconvene to debrief the Summit and deliberate on key next steps for the Series.

## DECEMBER

### Congressional Briefing

This in-depth briefing will showcase and present the work of the Signature Series with key takeaways and recommendations for the policy community and Capitol Hill.

## DECEMBER

### Written Summary

This summary will be an action-focused guide for the greater health policy community and serves as a culmination of our year-long focus on tackling challenges and opportunities for improving mental health in America.



# SPONSORSHIP

## OPPORTUNITIES & BENEFITS

### More Information

For more information about sponsorship benefits, please contact Kelly Appenzeller at [kappenzeller@allhealthpolicy.org](mailto:kappenzeller@allhealthpolicy.org).

	VISIONARY \$75,000	CHAMPION \$50,000	PREMIER \$25,000	CONVENER \$15,000
“Executive Insights Panel” featuring one organizational representative (Summit)	✓	–	–	–
Opportunity to provide integrated content for the series’ public events (Summit & Congressional Briefing)	✓	✓	–	–
Thought leader discussion tickets (per event)	4	3	2	2
Summit reception tickets	6	6	3	3
Logo recognition on printed and digital materials for all Signature Series events*	TOP LINE	✓	✓	✓
Quarterly strategy updates from the Alliance	✓	✓	✓	✓

\* All sponsors will be recognized in Signature Series promotional emails, reaching 17,000+.

### 30TH ANNIVERSARY DINNER

Sponsorship of the 2022 Signature Series includes additional benefits for the Alliance’s 30th Anniversary Dinner, taking place **November 2022**. Additional benefits will be added later.

Dinner attendees	2 TABLES	1 TABLE	2 SEATS	–
Opportunity to provide an advertisement in the printed program	PREMIUM PLACEMENT	GENERAL PLACEMENT	–	–
Logo recognition on printed and digital materials for the Anniversary Dinner	TOP LINE	✓	✓	–

All in-person events are subject to CDC and public health guidelines at the time of the event. Table size will be determined based upon these guidelines.

