

OUR **Vibe** CHECK | YOUTH MENTAL HEALTH FESTIVAL

Corporate Sponsorship Packet

Powered by

Vibrant Emotional Health

A mental health festival
**FOR YOUNG PEOPLE,
BY YOUNG PEOPLE.**

July 27, 2026

NYU's Helen & Martin Kimmel Center
for University Life • Manhattan, NYC



Free & Open
to the Public



WELCOME TO OUR VIBE CHECK!

Dear Potential Partner,

The need is real. Today, young people are carrying so much more than we often see — navigating burnout, grief, isolation, social expectations, and the quiet pressure of figuring out who they are and who they want to become in an ever-evolving world.

The numbers tell the story plainly: suicide is the second leading cause of death for young people ages 10–24. Forty percent of high school students report persistent feelings of sadness or hopelessness. One in six young people experience a mental health condition each year — yet fewer than half have ever received treatment. And by age 14, half of all lifetime mental health conditions have already emerged.

At the same time, young people are showing extraordinary resilience: building community, speaking openly about mental health, and supporting one another in ways previous generations rarely could. Every day at Vibrant Emotional Health, we see that when young people have the language, tools, and community to support one another, something powerful happens: they heal, they grow, and they remind each other that they're not alone.

Vibrant Emotional Health has spent more than five decades helping to build the infrastructure of crisis care in New York City and across the country, connecting millions of people each year to confidential support through crisis lines and strengthening the community-based services that help prevent crises before they begin. And through all of it, we know that the most powerful mental health intervention often comes long before a crisis. It starts with *community*.

This summer, we are bringing that belief to life — and we want you to partner with us.

On July 27, 2026, Vibrant will host the inaugural **Our Vibe Check** Youth Mental Health Festival at New York University (NYU): a free, joyful celebration designed by young people, for young people. Not a conference. Not a lecture series. **A festival.** Every element of this festival has been shaped by the voices of young New Yorkers ages 16–24, because we believe the people closest to a challenge are also closest to the solutions.

Our goal is simple but powerful: to create a space where hundreds of young people can experience mental health, not as something clinical or stigmatized, but as something human — connected to joy, creativity, culture, and community. A place where they leave with more than resources alone, but with energy, hope, and new connections.

We are inviting a small group of partners to help make this possible. Organizations that believe, as we do, that supporting young people's mental health means investing in their resilience, their creativity, and their leadership. Your partnership will help us reach hundreds of young people at a pivotal moment in their lives. And it will demonstrate that your commitment to mental health is more than an ideal — it's action.

We would be honored to have you join us. Let's create something extraordinary together!



Brenda Tong
Chief Program Officer, Vibrant Emotional Health

Festival Overview

About Vibrant Emotional Health

For more than 55 years, Vibrant Emotional Health has been at the forefront of transforming mental health care in the United States. What began as a grassroots New York City effort to advocate for community mental health resources has grown into one of the nation’s most trusted and innovative behavioral health organizations. Today, we reach millions of people each year through state-of-the-art, technology-enabled crisis intervention, peer-driven programs, youth and family services, older adult support, and community engagement initiatives. We are building a future in which emotional wellness is a reality for everyone, when, where, and how they need it.

The Festival

Our Vibe Check is a flagship Vibrant event, co-created with young people across the New York metropolitan area and designed to normalize mental health support at a time when, by age 14, half of all lifetime mental health conditions have already emerged, and the window for early intervention is still wide open. Our youth aren't passive participants. They are the architects, the storytellers, and the leading voices of Our Vibe Check. Their lived experience is treated as expertise, and they are shaping every aspect of programming, atmosphere, and design.

At a Glance

Date	Monday, July 27, 2026
Location	NYU's Helen & Martin Kimmel Center for University Life 60 Washington Sq. South Suite 605 New York, NY 10012
Audience	200+ youth (ages 16-24)
Cost to Attend	Free

Why Partner with Vibrant Emotional Health?

Youth mental health is one of the defining issues of this generation — and the companies that invest in it now are the ones young people, employees, and communities will remember. Our Vibe Check gives your organization a rare opportunity to move beyond awareness campaigns and into direct, meaningful action.

This isn't a logo on a banner. This is your company standing in a room full of youth and emerging adults saying: *we see you, we believe in you, and we're here.*

The Data That Drives This Work

- Suicide is the second leading cause of death for youth ages 10–24
- 40% of all high school students in the U.S. report persistent feelings of sadness or hopelessness

- 1 in 6 young people experience a mental health condition each year, yet fewer than half of youth with mental health needs ever receive treatment
- 50% of all lifetime mental health conditions begin around age 14

Demonstrate your commitment to the next generation.

Young people are paying attention to which companies show up — and how. Partnering with Vibrant directly funds youth-designed programming, leadership honoraria, and barrier-free access for young people across New York City and beyond.

Strengthen your mental health story.

If your company has made public commitments to mental health, Our Vibe Check is where those commitments become visible and tangible — a credible, community-rooted proof point for ESG reporting, press, board presentations, and internal culture. We'll send you a post-event highlight video to showcase your impact, and your support will be featured in our live social media coverage and across our festival promotion.

Invest in New York City.

For companies headquartered in, operating in, or committed to New York, this is a chance to support Vibrant's 55-year legacy of mental health support for the city's next generation.

Energize your team.

Activate the festival internally through employee volunteer opportunities, content for internal and external communications, and the kind of mission-driven work that drives employee engagement and retention.

Values-Aligned Partnership

We seek partners whose work reflects the values that guide this festival:

- **Youth Voice and Leadership** — Centering young people as experts, decision-makers, and architects of the solutions that affect their lives.
- **Prevention and Early Intervention** — Reaching young people early, through culture, creativity, and community, before crisis is the only option.
- **Equity and Access** — Reaching every community, not just the ones that are easiest to reach — across boroughs, backgrounds, identities, and lived experiences.
- **Authentic Engagement** — Showing up meaningfully, not performatively.

The festival exists to address the youth mental health directly — through joy, community, and possibility that builds up individual resilience.

Sponsorship Opportunities

Title / Presenting Sponsor — \$50,000 | 1 available — exclusive

As the Presenting Sponsor, your name is part of the event itself. Every mention of the festival — in press, on social media, in email outreach, on signage, in conversation — carries your brand alongside ours. This is the most visible, most comprehensive partnership we offer, and it is exclusively available to one organization. You are not just supporting this festival — you are helping to found it.

Exclusive to the Presenting Sponsor:

- Exclusive event co-naming rights — the festival is presented with your name across all marketing and event materials
- Speaking opportunity at the festival
- Post-event press release will spotlight your organization as Title Sponsor
- Opportunity for your 90-second brand video to be played from the main stage
- Logo on event lanyards worn by all attendees and staff throughout the day
- Logo featured in pre-event invitation to youth attendees and post-event thank-you email
- Dedicated pre-event social media post featuring your brand promoted across Vibrant's channels (60,000+ combined followers)
- Premier logo placement on on-site digital signage
- Premier placement on sponsor recognition board — largest logo, top of board
- Future marketing visibility — inclusion in Vibrant's Annual Report (85,500+ distributed), visibility on the Vibrant website (275,000+ annual visitors) for one year post-event, and recognition in external newsletters (84,000+ subscribers)

Also includes all Visionary-level benefits.

Visionary — \$25,000 | 2 available

Visionary sponsors don't just support the festival — they shape it. At this level, your brand is embedded in the infrastructure of the day, and you receive a 60-second branded highlight reel that is yours to use on your own social feeds, in press pitches, in board presentations, and in external communications. Two exclusive Visionary sponsorships are available, each offering a distinct and powerful form of visibility:

Exclusive to Visionary sponsors (in addition to all Champion-level benefits):

- Post-event highlight reel with your Logo in the intro/outro, provided for your marketing use
- Dedicated post featuring your Logo as a sponsor across Vibrant's social media channels (60,000+ combined followers)
- Logo featured in pre-event invitation to youth attendees and post-event thank you email
- Large logo on sponsor recognition board, prominent placement
- Future marketing visibility — inclusion in Vibrant's Annual Report (85,500+ distributed), visibility on the Vibrant website (275,000+ annual visitors) for one year post-event, and recognition in external newsletters 84,000+ subscribers)

Visionary: Event Experience, sponsored by [Company]

Your brand is woven into the physical fabric of the festival — featured on screens throughout the venue, on the Wi-Fi network attendees connect to the moment they walk in, and in the sound system that carries the music, the voices, and the energy of the day. Every attendee, all day long, encounters your presence as part of the environment itself.

Visionary: The [Company] Recharge Room

Festivals are joyful, but they can also be overwhelming. The Recharge Room is the highest-touch brand opportunity at the festival, a dedicated low-sensory wellness space where attendees can step away, breathe, and regulate — stocked with comfort items and resources. As the Recharge Room sponsor, you are the only partner at this festival with a fully dedicated physical space. Your materials, swag, and internship or recruitment opportunities are available to every attendee who walks through the door.

Champion — \$10,000 | Up to 5 available

Champion sponsors are the backbone of the festival experience. At this level, your brand is woven into the physical environment — on signage, on screens — and your name is called from the main stage. Each Champion sponsor also holds a named sponsorship of a direct-to-youth supporting fund, giving your brand a tangible, visible stake in the day.

Exclusive to Champion sponsors (in addition to all Sustainer-level benefits):

- Named sponsorship of one festival element (see below)
- Recognition by name from the main stage
- Dedicated sponsor signage in a high-traffic area of the venue, visible to all attendees throughout the day
- Logo featured in pre-event invitation to youth attendees and post-event thank-you email
- Standard logo on sponsor recognition board, mid-board placement

Champion sponsorships funding will directly support youth through one of the following named funds:

Champion: The [Company] Youth Leadership Fund | 1 available

Youth don't just attend this festival — they build it as advisors, planning committee members, and on-site leaders. The Youth Leadership Fund provides honoraria for their time and expertise. This investment shows your company believes young people's time, knowledge, and leadership have value.

Champion: The [Company] Youth Transportation Fund | 1 available

Sponsor local transportation costs for registered attendees, ensuring that financial resources are never a barrier to showing up. This investment shows your company believes that access matters — and that every young person deserves a seat at the table, no matter their circumstances.

Sustainer — \$5,000 | 4 available

As a Sustainer, you deepen your presence by putting your brand directly into the hands of every attendee. Your materials travel home in the goody bags they carry out the door — extending your visibility well beyond the event.

Exclusive to Sustainer sponsors (in addition to all Connector-level benefits):

- Company materials or swag included in attendee goody bags
- On-site digital signage throughout the venue
- Featured in collective sponsor recognition post across Vibrant's social media channels
- Small logo on sponsor recognition board, lower-board placement

Connector — \$2,500 | Up to 8 available

The Connector tier is a welcoming entry point for organizations that want a presence at the festival and direct access to attendees. Whether you're a local business, or corporate ally, this tier puts you on the ground floor of Vibrant's first major youth mental health festival.

Benefits:

- Exhibitor table at the festival with direct access to attendees
- Name listed (hyperlinked) on the event landing page
- Name listed on sponsor recognition board

- Mentioned in collective sponsor recognition post across Vibrant's social media channels
- Branded swag in goody bags

Don't see the right fit? Let's build one together!

Every organization brings something different to the table — and we want to meet you where you are. Beyond the tiers above, we're open to creative partnerships that align with your team's goals, including:

- Employee engagement experiences — volunteer days, mental health workshops, or team-building activities tied to the festival, including Vibrant's Stars of Hope, where your team paints stars with messages of hope that are distributed to communities and crisis centers nationwide
- In-kind contributions — products, services, or resources that help us create an unforgettable day for young people across New York City and beyond
- Custom visibility packages — tailored recognition that tells your brand's story in a way that feels authentic to your audience

If you're interested in supporting the first-ever **Our Vibe Check** Youth Mental Health Festival, we'd love to hear from you — even if the conversation starts with "I'm not sure where we fit."

Let's find out together:

Laura Gilman
Chief Development Officer
Vibrant Emotional Health
lgilman@vibrant.org



Sponsorship Tiers at a Glance

Benefit	Presenting \$50K	Visionary \$25K	Champion \$10K	Sustainer \$5K	Connector \$2.5K
Event co-naming rights	✓	—	—	—	—
Speaking opportunity	✓	—	—	—	—
90-second brand video from main stage	✓	—	—	—	—
Logo on event lanyards	✓	—	—	—	—
Press release (post event)	✓	—	—	—	—
60-sec branded highlight reel	✓	✓	—	—	—
Annual report, website + newsletter recognition	✓	✓	—	—	—
Named exclusive asset / program element	✓	✓	✓	—	—
Recognition from the main stage	✓	✓	✓	—	—
Dedicated sponsor signage	✓	✓	✓	—	—
Post-event thank-you email	✓	✓	✓	—	—
Featured in sponsor email to attendees	✓	✓	✓	✓	—
On-site digital signage	✓	✓	✓	✓	—
Company materials or swag in attendee goody bags	✓	✓	✓	✓	✓
Social media recognition across all Vibrant channels	✓	✓	✓	✓	✓
Hyperlinked logo on event website	✓	✓	✓	✓	✓
Exhibitor table at the festival	✓	✓	✓	✓	✓
Sponsor recognition board placement	<i>Largest logo, top of board</i>	<i>Large logo, prominent</i>	<i>Standard logo, mid-board</i>	<i>Small logo, lower-board</i>	<i>Name listed</i>

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