

A BOLD NEW SPONSORSHIP OPPORTUNITY

CHASING CHAOS

with Sheila Hamilton

A NEW ONLINE SERIES PREMIERING IN 2021

BENEFITING



nami

National Alliance on Mental Illness

Clackamas

Since 1978





What is Chasing Chaos?

Premiering in January 2021, reclaim your balance through a **monthly online video wellness series** hosted by five-time Emmy Award-winning journalist, author, podcast and radio personality, Sheila Hamilton.

During each episode, Sheila will provide a safe space for her guests to share raw, gritty and always relatable stories about mental health and how these resilient individuals have learned to cope and thrive—along with simple wellbeing tools and resources viewers can put into action.



Pay it Forward

Each episode will feature an opportunity for viewers to join generous sponsors like you to help fund the life-changing programs provided by **NAMI Clackamas**.

We hope you'll join us!

 #ChasingChaos



SERIES AT A GLANCE

- 6 unique episodes, 30-minutes each
- 1-to-1 interview format
- Each episode covers a unique topic such as *Mental Health & Equity*
- Streamed last Wednesday of each month on Facebook, Jan-June 2021
- After initial stream, episodes will be available to watch on demand (on Facebook & YouTube)
- Core Audience: 18-35 year-old's seeking support for their mental wellbeing



Two Easy Ways to Watch

Chasing Chaos will first stream on Facebook Live, then be available to watch at the viewer's convenience on Facebook and YouTube.

Timing is Critical

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WHY NOW?

- Our country is experiencing a tsunami of mental health challenges exacerbated by COVID-19
- COVID-19 has limited people's ability to meet face-to-face with counselors and peer support groups
- Major Depressive Episode (MDE) in youth has increased more than 4% in the last six years, with Oregon reporting the largest number of MDEs in the U.S.¹
- 70% of youth coping with an MDE go untreated¹



Your Sponsorship Helps Young People Bounce Back

Chasing Chaos brings today's most prescient issues directly into the living rooms of people searching for genuine answers, relatable stories, and tools to take command of their lives.

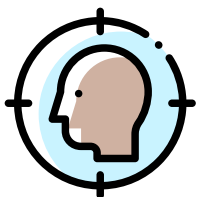
Meaningful Topics & Guests

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SERIES TOPICS

- Mental Health & Employment: What Young People Can Do to Overcome Fear and Keep Moving
- Managing through Anxiety & the Lasting Effects of 2020
- Racism: A Public Health Crisis
- Front Line Workers: Panic in the Pandemic Disco
- Impact of COVID on Children & Families
- Positivity is Not a Cult: How to Create in Uncertain Times



Real Stories & Expert Wisdom

Chasing Chaos' guests will share direct lived experiences; mental health experts will share tips and tools. Both perspectives will help people living with a mental health challenge discover new ways to cope and thrive.

 #ChasingChaos



YOUR IMPACT

- Create a leading-edge platform for individuals to access wellbeing support from the comfort of home
- Provide actionable mental wellness tools through real life stories and expert insights
- Address the issues contributing to our country's mental health decline including systemic racism, equity, unemployment, housing instability and healthcare



Reach Thousands in Need of Support

Forward-thinking organizations like yours will help us reach people managing through the difficult odyssey of mental health—which is especially critical now as we all navigate the myriad challenges of COVID-19 and beyond.

Your Chance to Shine

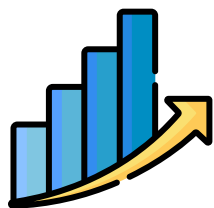
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SPONSOR ROI

- Demonstrates your leadership both in our community and the rapidly expanding online event marketplace
- Increase brand exposure through social & traditional media
- Alignment with a leading cause and well-known personality in the mental health community



Measurable Results

You'll receive a power-packed report from our combined public relations, social media, and advertising campaigns.

Sponsor Benefits

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Align your brand with **courageous** voices.

Chasing Chaos brings your brand face-to-face with thousands in our community seeking help, hope and support for mental illness, along with other local movers and shakers like you who support NAMI's mission and the greater good.

SPONSOR LEVELS & BENEFITS	\$1,000
VIDEO SERIES (6 EPISODES 1X MONTH FROM JANUARY-JUNE 2021)	
Your name in video series end credits	👍
Your name or logo on the series web page	👍
Your question about a topic featured in a single episode	👍
That sweet feeling you get from supporting a good cause	👍
Note: If you prefer to remain anonymous , we will list your contribution as "Anonymous."	



"Chasing Chaos will bring together people from all walks of life seeking comfort, hope and a way to stay connected with others."

Michele Veenker
Executive Director, NAMI Clackamas County

About NAMI Clackamas

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Mission

NAMI Clackamas is a 501(c)(3) nonprofit organization

NAMI Clackamas County is a grassroots organization dedicated to improving the quality of life for everyone impacted by mental health issues through Support, Education and Advocacy.

We Educate.

Our Education Programs ensure that families, individuals and educators in our community get the support and information they need.

We Advocate.

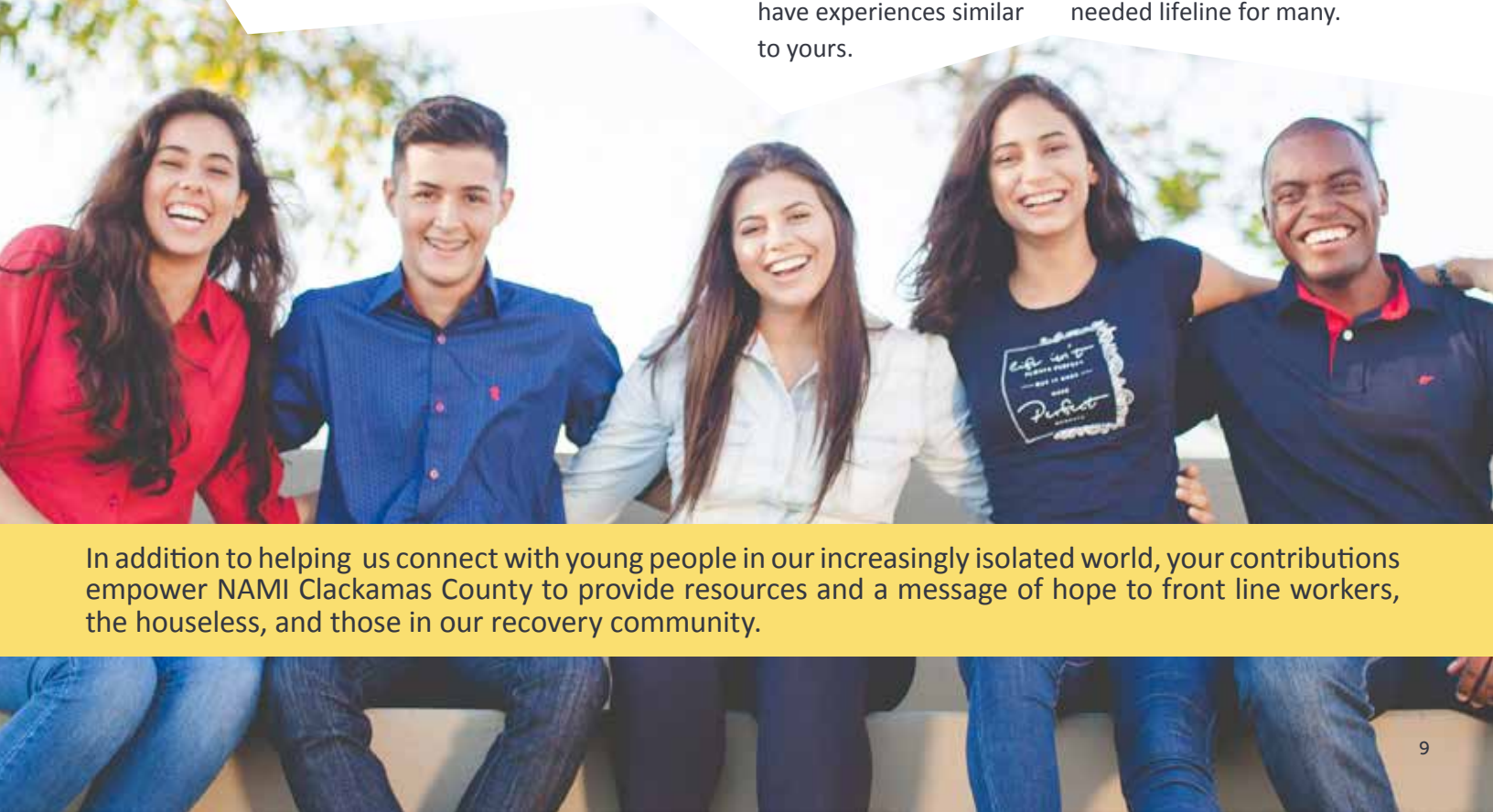
Staff and volunteers work collaboratively to shape national, state and local public policy for people with mental illness and their families. We provide volunteer leaders with the tools, resources and skills necessary to save mental health.

We Support.

Our Support Groups are free, drop-in, peer-led groups for adults living with mental illness and those who love and care about them. Participants gain insight from hearing the challenges and successes of others. Groups are led by NAMI-trained facilitators who have experiences similar to yours.

We Listen.

Our Peer Resource Coordinator (PeRC) program allows us to respond personally to hundreds of requests each year, providing free referral, information and support as well as help identifying and applying for benefits you may qualify for —a much-needed lifeline for many.



In addition to helping us connect with young people in our increasingly isolated world, your contributions empower NAMI Clackamas County to provide resources and a message of hope to front line workers, the houseless, and those in our recovery community.

NAMI Partners & Sponsors

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We're grateful to the generous companies, organizations, and foundations who help NAMI Clackamas improve the quality of everyone impacted by mental illness.



About the Series Producers



Still Wild Productions and Beyond Well Solutions have helped a multitude of social good organizations fundraise, generate greater awareness, and electrify supporters through dynamic events, shows and content. Clients include Bill Nye the Science Guy, National MS Society, Ronald McDonald House, Salem Health Foundation, Central City Concern, Oregon Special Olympics, Transition Projects, ALS Association and Shatterproof: Stronger Than Addiction.

Sheila Hamilton – Producer & Series Host

Sheila is CEO of Beyond Well Solutions, a media company providing mental and behavioral health tools to more than 1.2 million people. Her podcast, *Beyond Well With Sheila Hamilton*, is Spotify's fastest growing mental health podcast. Sheila is a five-time Emmy award winning journalist, the author of *All The Things We Never Knew*, *Chasing the Chaos of Mental Illness*, and a tireless advocate on behalf of people living with mental illness. Sheila is a frequent speaker and emcee for her favorite causes: mindful mental health and empowerment for girls. She formerly served on the boards of Girls Inc., an organization empowering girls to be strong, smart and bold, and The Flawless Foundation, a mental health advocacy organization. Unconfirmed connoisseur of donuts.

Sally Custer – Executive Producer, Partner Relations, Marketing

As founder and Principal at Lupin Communications, Sally has established herself as a creative visionary and communications expert with access to top-ranked industry resources, helping numerous clients make a big impact through live events, fundraising and sponsorship relations, and community outreach. Sally started her career in the music industry working with talent such as Paul McCartney, the Who and Van Halen. As a partner in Showman, a concert and event promotion company, Sally co-created and managed the renowned music experiences at the Aladdin Theater, the Rose Garden Concerts, Champoeg State Amphitheater Concerts, Cuthbert Amphitheater Summer Nights, and the Edgefield Concert Series. Her work with nonprofits is extensive, including fundraisers and building openings for Central City Concern, Transition Projects, Sisters of the Road Cafe and Macdonald Center (when they renovated the old Satyricon space with Voodoo Donuts as a sponsor). Sally loves donuts. And rock and roll.

auGi Garred – Producer, Creative Director, Head Writer

auGi is Founder and CEO of AUGTRICITY and a solopreneur who's helped social good organizations raise over \$3.1 million through supercharged shows, videos and thought-provoking content. Before switching gears to the nonprofit sector, auGi was called "...a brilliant funnyman" by his personal mentor and the executive producer of *The Late Late Show* on CBS; created, produced, and performed in hundreds of shows at both The Second City and the world famous Improv in Hollywood; and was featured regularly on the first season of NBC's *Last Comic Standing*. He's also a free-roaming musician/songwriter/producer with a lovely wife and a rescued mutt named Peanut. Oh, and did anyone say he loves donuts?

Sponsor Commitment Form

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YOUR CONTACT INFO

Organization _____

Contact Name _____ Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____ URL _____

ACCEPTANCE

Your signature below indicates agreement with the terms and conditions listed within this sponsor package.

SIGN BELOW

YOUR SIGNATURE

DATE

SERIES REPRESENTATIVE NAME

PRINT FIRST/LAST NAME

TITLE _____

DATE _____

NAMI Clackamas Tax ID: 93-0967313

Questions?

Sally Custer
Executive Producer
503-229-4887
sallycuster@gmail.com

Sponsor Logo Guidelines

If logo inclusion is part of your sponsor package, **please email zipped file to sallycuster@gmail.com** in preferred format (vector file: EPS or AI – if you have neither, please send hi-res 300dpi JPEG).

Please supply the following 4 logo versions: CMYK color, grayscale, one-color (black) and one-color (white). If you don't have all 4, we will work with you to build the needed versions.

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QUESTIONS ABOUT THE SERIES, SPONSORSHIP
OR MEDIA RELATIONS

Sally Custer
Executive Producer
Still Wild Productions
503-229-4887
sallycuster@gmail.com

QUESTIONS ABOUT NAMI CLACKAMAS

Gary Marschke
Outreach & Development
NAMI Clackamas
503-344-5050 ext 101
gary@namicc.org

LEARN MORE AT

www.chasingchaos.me

CHASING CHAOS IS PRODUCED BY


STILL WILD
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*Beyond
Well*
Solutions