



justUs, MH Foundation

PRESENTS THE

# BLACK MEN'S MENTAL HEALTH

*Conference*



*justUs*

# About Us



**The Black Men's Mental Health Conference** was established to draw attention to the state of mental well-being among African-Americans. Our priority is to focus on the unique needs of black men and their psychological health. Research and clinical data suggest that the mental health of black men is more intricate and sensitive than that of other ethnic populations. Due to structural racism and the particular experiences of black men in this country, their mental health and treatments are intimately **intertwined**.

The goal of the **Black Men's Mental Health Conference** is to bring attention to mental health crisis in the black community. It is our hope to create a supportive setting in which black men can openly discuss their mental health concerns, acquire information and resources, and engage in meaningful dialogues while forming a unified network that raises awareness of domestic violence and mental health in the black community. We strongly believe that by uniting in fellowship, unity, and love, we can create a safe harbor for black men to share their experiences and collectively work together towards a brighter future.



# Our Founder



*justUs*

## justUs, MH, Foundation

**Camillia Harris** of justUs, MH Foundation has crafted a strategic approach to bring awareness to mental health issues that lie dormant and go unrecognized. After losing her father to suicide, she is determined to remove the band-aids of trauma, pain, and unmet mental health needs. Harris states, "We must have discussions around intervention and preventative measures (THAT WORK). We must ignite trust back into our communities, within our physicians, and in our very own households. We must hold each other accountable for helping someone in need. We can't look the other way anymore."





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Get Inspired!

The Black Men's Mental Health Conference is brought to you by justUs, MH Foundation. The BMMHC was created to provide a platform designed to identify specific tools, resources, and networks that support black men and their mental health journeys. Disparities in mental health treatment have caused significantly higher levels of drug abuse, suicide, and domestic violence in communities comprised of people of color.

The BMMHC will host a panel of men with careers in sports, technology, music, psychiatry, and more. Over the course of four hours, 200+ black men from all over the world will come together to gain knowledge and discover methods for coping with trauma and/or unmet needs related to their mental health.



# BLACK MEN'S MENTAL HEALTH

## BY THE NUMBERS

# 264 MILLION

According to the World Health Organization, depression is the leading cause of disability worldwide, affecting over 264 million individuals of all ages.

### MENTAL HEALTH FACTS

## 1 IN 5



20% of Black Americans reported having a mental illness.

## 90%

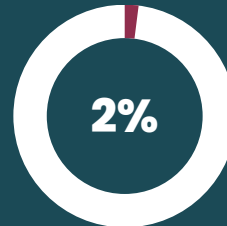
Approximately 90% of individuals who die by suicide have an underlying mental illness, underscoring the importance of early identification and intervention.



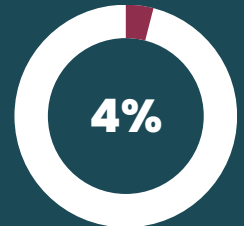
## 50%

Black Americans are 50% less likely to receive mental health treatment as Whites.

### LIMITED DIVERSE PROVIDER SHORTAGE



Black Psychiatrists



Black Psychologists

Black Male Suicide

## 4x

More likely



1 in 5 adults in the United States experience a mental illness in any given year, which demonstrates the widespread impact and relevance of mental health issues in today's society.



ASKING FOR HELP IS OK



justlls

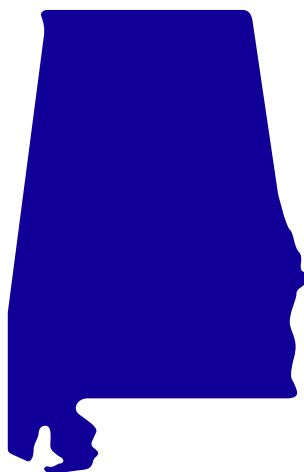
# Tour Dates & Cities



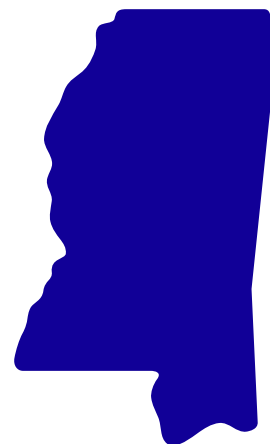
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**Dayton, OH**  
**April 13, 2024**



**Birmingham, AL**  
**April 27, 2024**



**Columbus, MS**  
**June 22, 2024**



**Atlanta, GA**  
**July 20, 2024**



**Houston, TX**  
**November 16, 2024**



# National Tour Sponsorship



Includes all scheduled tour dates for 2024. Includes five (mutually agreed upon) additional cities/dates in 2024.

- Hospitality and ticket perks: 20 complimentary tickets to distribute to employees, customers, or promotional purposes.
- Product placement: Products will be featured and promoted during the tour.
- Meet and greet opportunities.
- Co-branded merchandise: Sponsor's logo will be incorporated into tour merchandise, such as t-shirts, posters, or other items.
- Post-tour marketing opportunities: After conclusion of tour, sponsor will have the opportunity to leverage the partnership through post-tour marketing initiatives, such as follow-up promotions, testimonials, or joint advertising campaigns.
- Branding and promotion: Sponsor's logo and brand will be prominently displayed on all promotional materials, such as tour posters, flyers, and advertisements.
- Digital marketing: Sponsor's brand will be featured on the tour's official website, social media channels, and email newsletters, providing exposure to a wide online audience.
- Media coverage: Sponsor's brand will be mentioned in press releases, media interviews, and news articles related to the tour, fostering additional publicity and brand recognition.
- On-site signage and banners: Sponsor's logo will be showcased on banners and signage throughout the tour venues, ensuring high visibility and recognition among the audience.
- VIP experiences: Designated VIP area at each tour stop.

**\$100,000**



# Sponsorships\*

## Per City



### PRESENTING

- Most prominent logo placement on all printed materials
- Company Ad in the printed program
- A/V inclusion Preshow and Post Show
- Logo inclusion/ Sponsor recognition in all in-market media promotion
- Speaking Opportunity
- 15 VIP Entry Tickets
- 4 Tix to the Pre-Conference Mixer
- 1 Vendor Table
- Opportunity to provide sample/gift items

**\$6,000**

### SUPPORTING

- Logo placement on all printed materials
- Company description in the printed program
- A/V inclusion Preshow and Post Show
- Logo inclusion/ Sponsor recognition in all in-market media promotion
- 5 VIP Entry Tickets
- 4 Tix to the Pre-Conference Mixer
- 1 Vendor Table
- Opportunity to provide sample/gift items

**\$4,500**

### CONTRIBUTING

- Logo placement on all printed materials
- A/V inclusion Preshow and Post Show
- Logo inclusion/ Sponsor recognition in all in-market media promotion
- 2 VIP Entry Tickets
- 2 Tix to the Pre-Conference Mixer
- 1 Vendor Table
- Opportunity to provide sample/gift items

**\$3,000**

### IN-KIND

In-Kind donations are always welcomed. We will calculate the value of your in-kind donation and create a unique sponsorship package for your organization.

**In-Kind**

\*Sponsorships levels are offered on a per city basis. We are happy to offer a 15% cost allowance on two-city sponsorships and a 25% cost allowance on five-city sponsorships.





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## Thank You!

On behalf of justUs, MH Foundation, we would like to thank you for your time and consideration. We value sponsors who not only understand, but also support and share our mission. Together, we can foster a safe and inclusive environment where black men can feel comfortable seeking mental health assistance. This partnership will contribute to reducing suicide ideation and dismantling the barriers to seeking therapy, one city at a time. Thank you again for your interest in sponsoring the Black Men's Mental Health Conference.

## Get In Touch!

For All Sponsorship Inquires:

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To learn more about The Black Men's  
Mental Health Conference please visit:  
[www.BMMHC.com](http://www.BMMHC.com)

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