HILL DAY

OUR VOICES ARE LOUDER TOGETHER

2017 SUPPORTER OPPORTUNITIES
October 2-3, 2017, Washington, D.C.

#HillDay17
WHAT IS HILL DAY?

The National Council’s Hill Day is the largest behavioral health advocacy event of the year. Held in partnership with 14+ national mental health and addiction organizations, Hill Day gathers hundreds of behavioral health providers, C-suite level executives, board members, consumers and community stakeholders in D.C. for a day of sessions and workshops on federal behavioral health policy. After these sessions, Hill Day attendees take their message to Capitol Hill to advocate for better resources for mental health and addictions treatment in their communities.

2016 PARTNERS

For more information on National Council Hill Day, visit www.thenationalcouncil.org/HillDay. To find out more about sponsorship opportunities, or about how you can become a 2017 Hill Day Sponsor, contact DannyL@thenationalcouncil.org or 202-684-3729.
WHY DOES HILL DAY MATTER?

By coming together as a unified voice to champion the interests of Americans living with mental illness and/or addiction, Hill Day attendees have the opportunity to directly speak with the officials they voted into office and influence them to support critically important legislation that will help improve access to comprehensive health care for this vulnerable population. Hill Day is an incredible opportunity for experts in the field of mental health and addictions to advocate for the people they serve.

WHY SHOULD I BE A HILL DAY 2017 SPONSOR?

In addition to having full access to all sessions and workshops, as well as our nightly receptions, Hill Day 2017 sponsors will have the opportunity to build relationships with attendees, many of whom are organizational decision-makers like board members or C-suite level executives. This is a perfect opportunity to maximize your visibility, build brand awareness, and gain an edge over the competition.

Connect with Attendees  Maximize Your Visibility  Build Brand Awareness  Gain an Edge over the competition

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WHAT LEVELS OF SPONSORSHIP ARE AVAILABLE?

PRESIDENTIAL SPONSORSHIP
For $100,000, the Presidential sponsor will be promoted throughout the Hill Day event planning, as well as pre-and post-event promotion. The Presidential sponsor will have the opportunity to participate in exclusive events with Hill Day speakers and National Council leadership including staff, board members, association/state executives, corporate and strategic partners and affiliate members. Additionally, the Presidential sponsor will have the opportunity to build signage and specific branding opportunities into the sponsorship. Presidential sponsorship includes all benefits of the lower levels.

VICE-PRESIDENTIAL SPONSORSHIP
For $50,000, Vice-Presidential sponsors will be promoted throughout the Hill Day event, and in selected pre-or post-event promotion. Vice-Presidential sponsors will have the opportunity to participate in special events with Hill Day speakers as well as the opportunity to build signage and specific branding opportunities into the sponsorship. Vice-Presidential sponsorship includes all benefits of the lower levels.

CONGRESSIONAL SPONSORSHIP
For $30,000, sponsors will have access to attendees through the Hill Day curriculum, nightly receptions and other networking events. This level of sponsorship includes signage and specific branding opportunities as well as the opportunity to collaborate with National Council staff on the development of a breakout session, including through speaker selection. Congressional sponsorship includes all benefits of the lower levels.

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PRESS SECRETARY SPONSORSHIP
For $15,000, Press Secretary sponsors can place ads on the Hill Day website or in the weekly Hill Day email, sponsor the official Hill Day mobile app, or sponsor a high-visibility electronics charging station at the event. Last year, #HillDay15 and #HillDay16 had over 84 million impressions on social media. Press Secretary sponsorship includes all benefits of the lower level.

CHIEF OF STAFF SPONSORSHIP
For $10,000, sponsors can place an ad or advertorial in the Hill Day Attendee Program, become an official sponsor of the Hill Day Attendee Program, or sponsor a Hill Day Webinar.

INDEPENDENT VOTER SPONSORSHIPS
The National Council will work with you to develop customized sponsorship packages. We will help you identify sponsorship opportunities during the various events that garner participants’ attention and position your company to key industry leaders. Prices vary based on packages selected.