

Northern Colorado's
Second Annual



Music & Awareness
Festival

FIGHT THE STIGMA

— COLORADO —

IT'S OK TO NOT FEEL OK



August 31st, 2024 The Lyric Fort Collins

ABOUT THE FESTIVAL:

Hear from local thought leaders, politicians, invested artists, musicians, health care workers, teachers, and other community folks who want to spread the word to 'Fight the Stigma!' while getting down to some great music. This event brings together over 30 of Northern Colorado's leading musicians and artists performing in an outdoor 2 two-stage format for a day that brings awareness to the imperative of challenging the stigma surrounding Addiction and Mental Health issues

This is an all-ages, free/donation-based event. Additional exhibitions and events will take place throughout the day. The service provider expo will showcase local organizations that provide important services to the community such as Alliance for Suicide Prevention . This great event gets community together for fun, connection, and purpose in the family-friendly atmosphere of the Lyric Cinema amphitheater.



WHY BE A SPONSOR?

Partnering with Blast N Scrap as a sponsor of Northern Colorado's Second Annual "Fight the Stigma!" Music and Awareness Festival positions your organization as a supporter of the thriving Northern Colorado music scene and elevates your company's visible support of the importance of challenging stigma and embracing the idea that 'It's OK to ask for help'.

This event brings our community together for a day of connection, education and fun. Come join the chorus to shout out loud together as a community "FIGHT THE STIGMA!"



Proceeds will help us pay the musicians, raise awareness and help foster the coalition of leaders that are out in the community fighting the stigma.

FOR MORE INFORMATION ON SPONSORSHIPS, THE FESTIVAL, VOLUNTEERING OR OTHER IDEAS PLEASE CONTACT

LOUANN AT 970-372-8126 / LOUANN@COWBELLCOLLECTIVE.COM OR

JEREMY AT 970-412-4443 / DRJDUBIN@GMAIL.COM



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WE INVITE YOU TO JOIN THE CHORUS!!!

Mission

Fight the Stigma Colorado! is a consortium of committed like minded members from different parts of the Colorado community with a mission to promote and support art and music events and happenings that highlight the imperative of fighting stigma when it comes to approaching Addiction and mental illness.

Vision

To support, nurture and forward a community that values and accepts all individuals challenged with Addiction and/or mental illness as people worthy of respect and dignity; a community that understands the damage stigma can play when it comes to individuals looking for help.

About Us

Fight the Stigma Colorado is anchored by the trio of Psychiatrist Eric Straumanis, MD; Psychotherapist Marty J. Rein, Ph.D., M.Ed., LPC, CAS; and Addiction Physician Jeremy Dubin, DO, FASAM joined by Louann DeCoursey, Event Coordinator.

Colorado's 1st annual Fight the Stigma Music Festival on 9/9/23 at the Lyric Theatre in Fort Collins, CO, brought together musicians, community leaders, medical professionals and politicians to share one voice: that It is Ok to not be Ok.

The vision for this event found inspiration from a shared call for urgency. It galvanized a mission that spoke to the importance for us as a community to create safe spaces and attitudes towards those who might be hesitant to seek help and to be receptive to the different courses recovery can take for each of us.

Last year's event prompted the creation of the 'Fight the Stigma Colorado' consortium, to maintain the momentum that was created in the fall of 2023.



**A Coalition of Kindred Leaders supporting the mission that
IT IS OK TO NOT BE OK!**

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MISSION SPONSOR

- Presented by Fight the Stigma Colorado & YOU on all promo materials
- Featured placement of logo on both stages
- Featured logo on event T-shirt
- Verbal recognition from stage during event
- Profiling as key event partner in at least FIVE posts on Facebook & Instagram
- Logo & link on event page of Fight the Stigma Colorado
- Featured logo on poster
- Featured logo on event invitation
- Logo featured throughout event
- Other media opportunities as appropriate

\$10,000

Performances By:
Eric Straumanis
Liz Barnez
Lunafide
... and many more!

Headliner:
Musketeer Gripweed



VISION SPONSOR

- Featured logo on event T-shirt
- Verbal recognition from stage
- Profiling as key event partner in at least 3 posts on Facebook & Instagram
- Prominent placement of logo on banners on both stages
- Logo on poster
- Logo on event invitation
- Logo & link on event page Fight the Stigma Colorado
- Logo featured throughout event
- Additional custom benefits possible

\$5,000

Current Partners



FIGHT THE STIGMA

COLORADO

IT'S OK TO NOT FEEL OK

Drug overdose death rates have increased in Colorado from 16.1 per 100,000 in 2011 to 31. per 100,000 in 2021.

(Source: Kaiser)

STAGE SPONSOR

- Verbal recognition from stage
- 3 shoutouts on Facebook & Instagram
- Logo on banners on both stages
- Logo on poster
- Logo on event invitation
- Logo on tshirt
- Logo & link on event page

\$2,500



ARTIST SPONSOR

- Shoutout on Facebook & Instagram
- Logo on banners on both stages
- Logo on poster
- Logo on event invitation
- Logo on t-shirt
- Logo on event page

\$1,000

Colorado's age-adjusted suicide rate was higher than the national level in 2021

(Source : Kaiser)

CHORUS

- Logo on poster
- Logo on event invitation
- Logo & link on event page
- Tagged on Facebook & Instagram

\$500

In the Poudre School District in 2021:

About 50% of students felt their stress was unmanageable, more than 40% of students felt so sad or hopeless that they stopped doing usual activities, about 1 in 5 high school students seriously considered suicide"

(Source: CDPHE)

Come join the chorus to shout out loud together as a community to

"FIGHT THE STIGMA!"



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