



We Invite You to
Join the Chorus!!
2025 Sponsorship Proposal

Learn more @
fightthestigmacolorado.com

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About

What is Fight the Stigma CO?

The foundation for Fight the Stigma Colorado (FTSCO) was inspired by 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.

The success of the last two years' events prompted the creation of 'Fight the Stigma Colorado', a nonprofit, to maintain the momentum that has been created. We are excited for our 2025 festival at Avogadro's Number in downtown Fort Collins on September 6th, featuring some of NoCo's great musicians, service provider fair, vendors and speakers sharing the chorus that It is Ok to not be Ok!

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.

Mission

Fight the Stigma Colorado is a consortium of committed likeminded members from different parts of the Colorado community promoting and supporting art and music events and happenings that highlight the imperative of fighting stigma when it comes to approaching Addiction and mental illness.

who we are

Founded in 2023 by the trio of Psychiatrist Eric Straumanis, MD; Psychotherapist Marty J. Rein, Ph.D., M.Ed., LPC, CAS; and Addiction Physician Jeremy Dubin, DO. In 2024, Louann DeCoursey joined as Festival Director.

We exist as a coalition of likeminded 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.

In 2025, Fight the Stigma received notification of full non-profit status from the IRS. All donations are 100% tax deductible.



The Opportunity

Fight the Stigma Colorado 3!!

Fight the Stigma 3 is Northern Colorado's opportunity to 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 amazing music. This event brings together over 30 of Northern Colorado's leading musicians and artists performing in a unique 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 and sponsor-based event. Additional exhibitions and events take place throughout the day along with the service provider expo that showcases local organizations that provide important services to the community such as Alliance for Suicide Prevention and SAVA Center. This great event gets community together for fun, connection, and purpose in a family- friendly atmosphere. This year's event will take place at Avogadro's Number, Saturday, September 6th.

Demographics

Based on anecdotal evidence from observations, pictures, donations, and a variety of other methods. In 2025, we plan to collect more quantitative attendee information.

Age:

- Fight the Stigma has strived to capture a wide age range of 18-80 by offering a variety of music throughout the day from youth bands like Autumnal to long time FoCo favorite Liz Barnez.
- Gen X, Millennials and Gen Z are a significant segment of festival attendees.
- Fight the Stigma is again tailoring our lineup to appeal to a broad age range.

Gender:

- Mixed Gender Attendance: Different bands tended to bring in different gender distributions.
- We are working to eliminate gender disparity in the lineup.
- Outdoor festivals, in general, tend to have a more racially and ethnically diverse audience than traditional arts venues and the same held true at Fight the Stigma.
- Focus on Inclusion: Because the call to join the chorus as well as Addiction and mental illness crosses all gender, color and race barriers as well we are actively working to create more inclusive and diverse environments for attendees and artists.

Other Factors:

- Genre Preferences: At FTS we try to offer a variety genres, such as rock, americana, country pop, and funk among others.
- Income Levels: In general, festival attendees tend to have a higher disposable income than the general population, allowing them to spend on tickets, travel, and other festival experiences. FTS has a donation based entry to eliminate income-related barriers.
- Social Media Influence: We currently are on Facebook and Instagram and have a website. In 2025, we plan on utilizing Tik Tok as an additional platform. The website averages 200 views a month with visits hitting 2002 in the month of the event.



MISSION SPONSOR

- Presenting Sponsor on all promo materials
- Featured placement of logo on both stages
- Logo on Banners on both stages
- Featured logo on event t-shirt
- Onstage Speaking Opportunity
- Recognition from stage multiple times
- At least 5 key partner posts on social media
- Logo and link on website
- Logo on t-shirt
- Logo and link on event page
- Other media opportunities as available

\$10,000

VISION SPONSOR

- Sponsor on all promo materials
- Placement of logo on both stages
- Logo on Banners on both stages
- Featured logo on event t-shirt
- Onstage Speaking Opportunity
- Recognition from stage 2-3 times
- At least 3 key partner posts on social media
- Logo and link on website
- Logo on t-shirt
- Logo and link on event page
- Other media opportunities as available

\$5000

ARTIST SPONSOR

- Shoutouts on FB and Insta
- Logo on Banners on both stages
- Long on Poster
- Logo on all event print
- Logo on t-shirt
- Logo and link on event page

\$1000



STAGE SPONSOR

- Verbal Recognition from stage
- 3 Shoutouts on FB and Insta
- Logo on Banners on both stages
- Long on Poster
- Logo on all event print
- Logo on t-shirt
- Logo and link on event page

\$2500

CHORUS SPONSOR

- Logo on Banners on both stages
- Long on Poster
- Logo on t-shirt
- Tagged on social media

\$500



**WE CAN ACCEPT
DONATIONS OF ANY
AMOUNT AS EVERY LITTLE
BIT HELPS US
REACH OUR GOAL!
JOIN THE CHORUS!!**

**YES!! I want to Fight the Stigma
& donate!!**

**CLICK TO DONATE
OR GO TO**

[HTTPS://GIVEBUTTER.COM/FIGHTTHESTIGMA](https://givebutter.com/fightthestigma)



WE INVITE YOU TO TALK TO US ABOUT OPTIONS AND CREATE A SPONSORSHIP THAT WORKS FOR YOU!

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LEARN MORE: WWW.FIGHTTHESTIGMACOLORADO.COM

Why you should Join the Chorus...

Just a few of the many reasons:

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)

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

(Source : Kaiser}

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)



Thank you!!

To Donate to Fight the Stigma or pay your sponsorship