



*4th Annual Music Festival
& Service Vendor Expo
September 19th, 2026
2026 Sponsorship Proposal*

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The Problem

Mental Health Can't Wait

Mental health and addiction impact every community—including ours.

- Nearly 50% of students report unmanageable stress
- 1 in 5 high school students have seriously considered suicide
- Colorado's suicide rate exceeds the national average
- Overdose deaths have nearly doubled in the last decade

Stigma keeps people silent. We're here to change that. The community needs to understand that "It's okay to not be okay."

WE'RE CHANGING THE CONVERSATION

Fight the Stigma Colorado (FTSCO) is a nonprofit dedicated to breaking down stigma surrounding mental health and addiction through **music, art, and community connection.**

We bring together:

- Healthcare professionals
- Musicians and artists
- Educators and advocates
- Local organizations and community members

Our message is simple:

Again, **It's okay to not be okay**—and no one should face it alone.



The Festival

A Festival with Purpose

The Fight the Stigma Festival is a high-energy, community-driven event that blends music, advocacy, and connection.

-What to expect:

- 30+ Northern Colorado musicians
- Two-stage live music experience
- Service provider & nonprofit expo
- Local vendors and artists
- Speakers and storytellers

-Event Details:

Avogadro's Number, Downtown Fort Collins, 605 S. Mason Street

September 19, 2026 / 1:00-10:00

Free / Donation-Based Entry / All Ages / Family Friendly

This event creates a **safe, inclusive, and inspiring** space where awareness turns into action.



WHO YOU'LL REACH

Our audience reflects a broad and engaged cross-section of Northern Colorado:

- Ages 18-80, with strong Gen Z, Millennial, and Gen X presence
- Diverse and inclusive across backgrounds and identities
- Community-minded and socially engaged
- Donation-based entry removes barriers and increases accessibility
- 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 more 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 500 views a month with visits hitting +2500 in the month of the event.

WHY SPONSOR

Align Your Brand with Impact

By sponsoring Fight the Stigma Colorado, you will:

- ✓ Demonstrate leadership in mental health advocacy
- ✓ Connect with a diverse and engaged local audience
- ✓ Gain visibility across live event and digital platforms
- ✓ Support meaningful, community-driven change
- ✓ Be part of a growing Northern Colorado movement

This is more than sponsorship—it's **partnership with purpose**.



Still not sure why you should Join the Chorus...

Colorado faces a severe mental health crisis, ranking 48th to 50th in the nation for adult mental health. Approximately 1 in 5, or 1.18 million, Colorado adults experience a mental illness annually. While suicide deaths dropped slightly to 1,290 in 2023, the state remains a high-risk area, with 1 in 9 adolescents reporting serious suicidal thoughts.

National Alliance on Mental Illness (NAMI) Mental Health Data 2025

- Ranking:** Colorado remains near the bottom (41st out of 51) in Mental Health America's 2025 report.
- Adult Prevalence:** Over 312,000 Colorado adults have a serious mental illness.
- Youth Impact:** 1 in 6 Colorado adolescents experiences a major depressive episode annually, and 19% of youth experience 2 or more Adverse Childhood Experiences (ACEs).
- Suicide and High-Risk Groups:** Construction workers die by suicide at nearly double the average rate. Additionally, 1 in 11 women in Colorado experience postpartum depression or anxiety.
- Cost:** Depression in adults costs the state between \$1.16 billion and \$2.52 billion annually due to lost productivity.
- Funding:** The state is spending \$8.5 billion on behavioral health between FY 2022 and FY 2025.
- Improvement:** According to the 2025 Colorado Health Access Survey, mental health and access to services saw a slight improvement for the first time in a decade.
- Inequality:** Access to care is not equal, with younger (18-29), lower-income, unemployed, and LGBTQ+ residents reporting higher rates of unmet needs.
- Loneliness:** 22.1% of Coloradans reported being lonely, which significantly correlates to poor mental health outcomes.

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!!**

[HTTPS://GIVEBUTTER.COM/FIGHT-THE-STIGMA-4-2026](https://givebutter.com/fight-the-stigma-4-2026)



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

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