

ANNUAL HEADSTRONG BENEFIT GALA



THE  
**HEADSTRONG**  
PROJECT

JOIN US FOR AN EVENING TO SUPPORT COMPREHENSIVE  
MENTAL HEALTHCARE FOR MILITARY VETERANS AND THEIR  
FAMILIES.

10/19/23

PIER 60, CHELSEA PIERS  
NEW YORK, NY

PREMIER PROGRAM PARTNER:



[THEHEADSTRONGPROJECT.ORG](https://THEHEADSTRONGPROJECT.ORG)





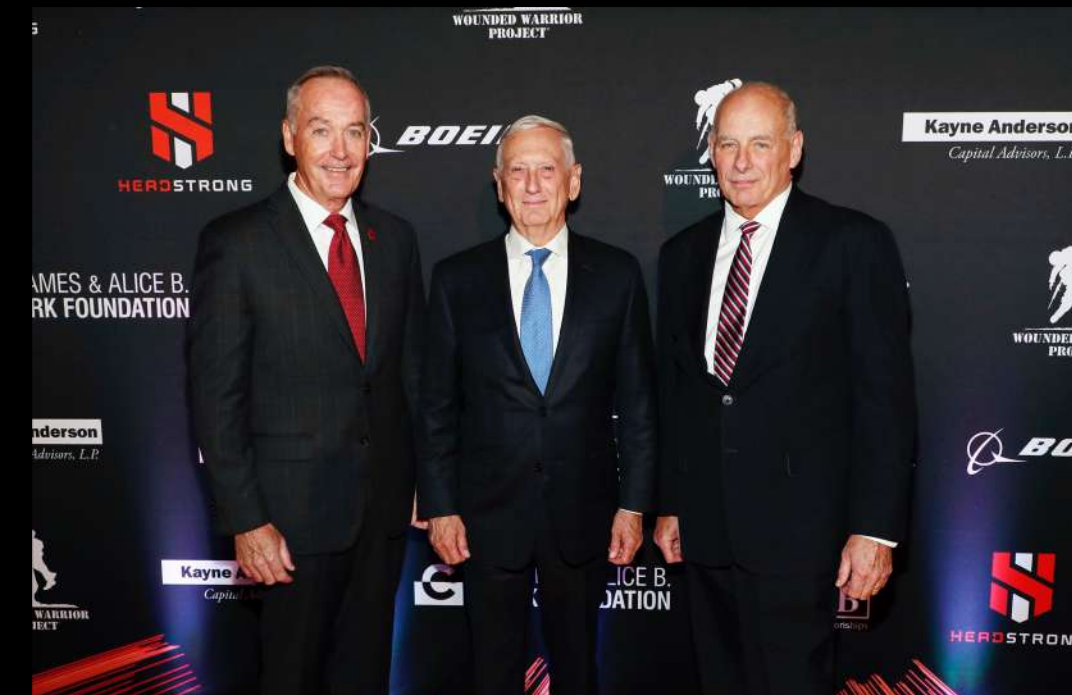
## THE HEADSTRONG MISSION STATEMENT:

The Headstrong Project is a non-profit mental health organization providing confidential, barrier-free, and stigma-free PTSD treatment to our veterans, service members, and family connected to their care.

Our goal is to help our clients "Triumph Over Trauma." by providing them with effective mental health treatment.

Headstrong's network of trauma-informed clinical partners provide individualized, evidence-based outpatient care to our clients. To learn more visit [theheadstrongproject.org](https://theheadstrongproject.org).





# PAST EVENT HIGHLIGHTS





## THE DETAILS

600 generous patrons are expected to attend.

The evening includes a cocktail reception, seated dinner and special program with updates on Headstrong's mission and expansion plans across the United States.

### DATE:

Thursday, October 19, 2023

### TIME:

**5-6pm:** VIP cocktail reception **6-9pm:** Program and Dinner

### LOCATION:

Pier 60, Chelsea Piers, New York, NY

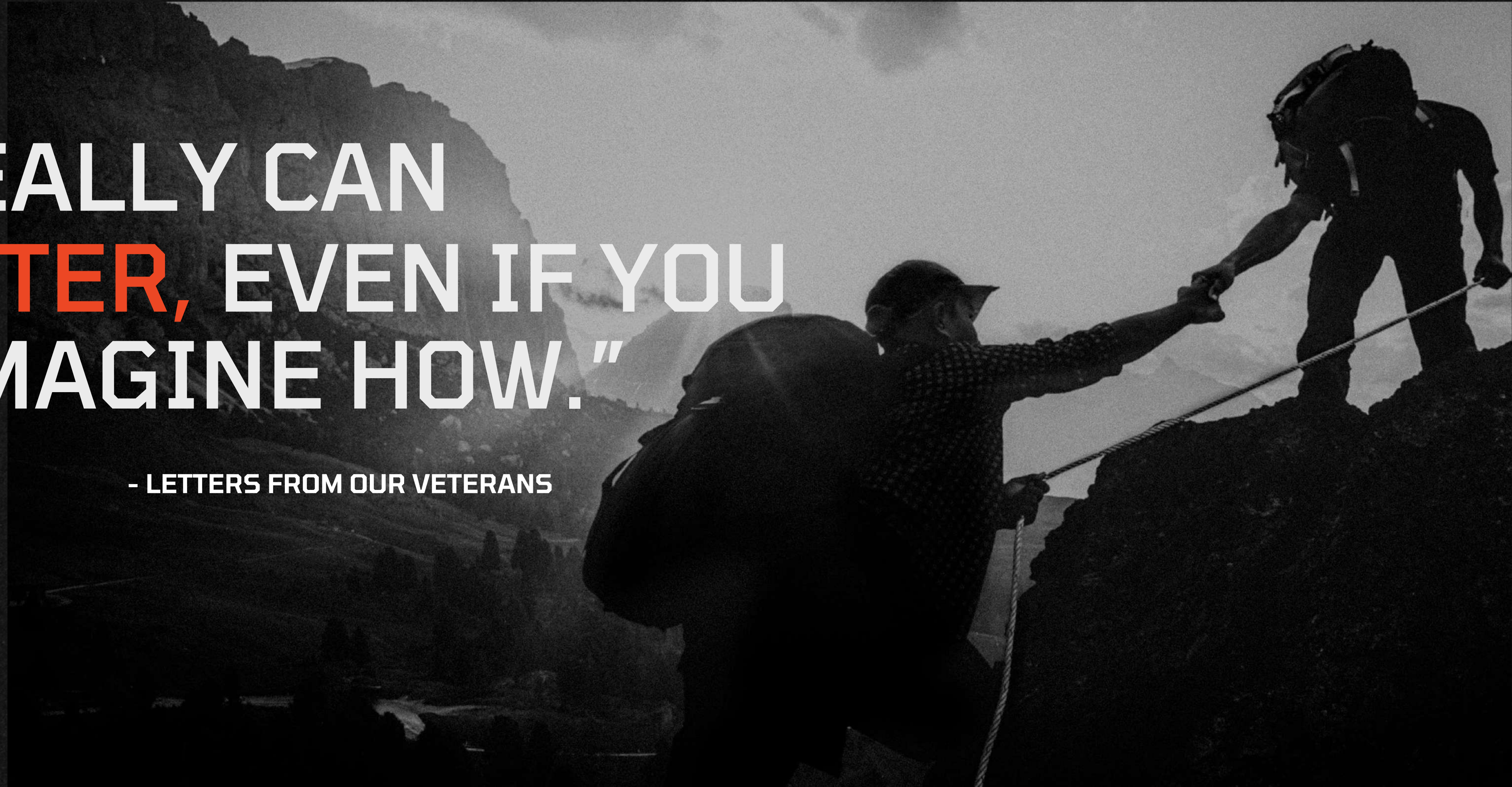
## FUND-A-NEED AUCTION

During the evening, a Leadership Council Member will ask attendees to help fund groundbreaking 2023 Headstrong Initiatives.



“LIFE REALLY CAN  
**GET BETTER,** EVEN IF YOU  
CAN'T IMAGINE HOW.”

- LETTERS FROM OUR VETERANS





PREMIER SPONSORSHIP

\$500,000

- In event Keynote Speaker (12 minutes)
- VIP Pre/Post Gala receptions
- 80 tickets to Gala, preferred seating
- In-person, Executive Director annual impact meeting and report-out of outcomes post Gala
- Digital media campaign recognizing title sponsorship:
  - Two (2) social media posts; pre and post gala
  - One (1) blog post on THP website
  - One (1) exclusive press release
- Event logo placement on:
  - One (1) E-Newsletter
  - Event website
  - Program ad - back cover
  - Step & Repeat
  - Stage screens
  - Gift bag
- Option to provide branded gift bag item
- On stage recognition of sponsorship

TITLE SPONSORSHIP

\$350,000

- VIP Pre/Post Gala receptions
- 60 tickets to Gala, preferred seating
- In-person, Executive Director annual impact meeting and report-Out of outcomes post Gala
- Digital media campaign recognizing title sponsorship:
  - One (1) social media post
  - One (1) blog post
  - One (1) press release
- Event logo placement on:
  - One (1) E-Newsletter
  - Event website
  - Program ad - full page
  - Step & Repeat
  - Stage Screens
  - Gift bag
- Option to provide branded gift bag item
- On stage recognition of sponsorship

LOYALTY SPONSORSHIP

\$200,000

- VIP Pre/Post Gala reception
- 40 tickets to Gala, preferred seating
- Entertainment (logo on signage)
- Digital media campaign recognizing title sponsorship:
  - One (1) social media post
  - One (1) blog post
  - One (1) joint press release
- Event logo placement on:
  - One (1) E-Newsletter
  - Event website
  - Program ad - full page
  - Stage screens
- Option to provide branded gift bag item
- On stage recognition of sponsorship



SPONSORSHIP OPPORTUNITIES

DUTY  
SPONSORSHIP

\$100,000

- 20 tickets
- In-person, Executive Director Annual Impact Meeting and Report-Out of Outcomes
- Digital media campaign recognizing title sponsorship:
  - One (1) social media post
- Event logo placement on:
  - Event website
  - Program ad - full page
  - Stage screens

INTEGRITY  
SPONSORSHIP

\$50,000

- 8 Tickets
- Logo placement on:
  - Event website
- Option to provide branded gift bag item
- On stage recognition of sponsorship



SPONSORSHIP OPPORTUNITIES

**HONOR  
SPONSORSHIP**

**\$25,000**

- 10 Tickets
- Logo placement on:
  - Event website
  - Program ad - half page
  - Stage screens
- Option to provide gift branded bag item

**INTEGRITY  
SPONSORSHIP**

**\$15,000**

- 8 Tickets
- Logo placement on:
  - Event website
- Option to provide branded gift bag item



SPONSORSHIP OPPORTUNITIES

SPONSOR A  
VETERAN + GUEST

\$3,000

INDIVIDUAL TICKET

\$1,500

PROGRAM ADS:

FULL PAGE COLOR

\$10,000

HALF PAGE COLOR

\$5,000

Please note, the non-deductible amount for goods and services will be \$300.00 per ticket.



"HEADSTRONG HASN'T  
ONLY HELPED ME WITH MY  
DEMONS OF THE PAST; IT  
HAS HELPED ME WITH  
ISSUES IN DAILY LIFE AND  
FOR THE FIRST TIME  
**PLAN FOR MY FUTURE**  
OUTSIDE OF THE  
MILITARY."

- LETTERS FROM OUR VETERANS





FOR MORE INFORMATION, PLEASE CONTACT:

EVELYN POLCARI

HEADSTRONG PROJECT

914.420.3836

EVENTS@THEHEADSTRONGPROJECT.ORG

TO PARTICIPATE OR MAKE A DONATION:

[HTTPS://2023HEADSTRONG.GIVESMART.COM](https://2023headstrong.givesmart.com)



[WWW.THEHEADSTRONGPROJECT.ORG](http://WWW.THEHEADSTRONGPROJECT.ORG)

#GETHEADSTRONG

*The Headstrong Project is a 501(c) 3 organization. Contributions are fully tax-deductible, and all but \$300 of each ticket is tax-deductible.*