

The leading platform for individuals to share their true personal stories of living successful lives despite mental illness through poetry, original music, essay and comedy.

THIS IS MY BRAVE[®]

STORYTELLING SAVES LIVES

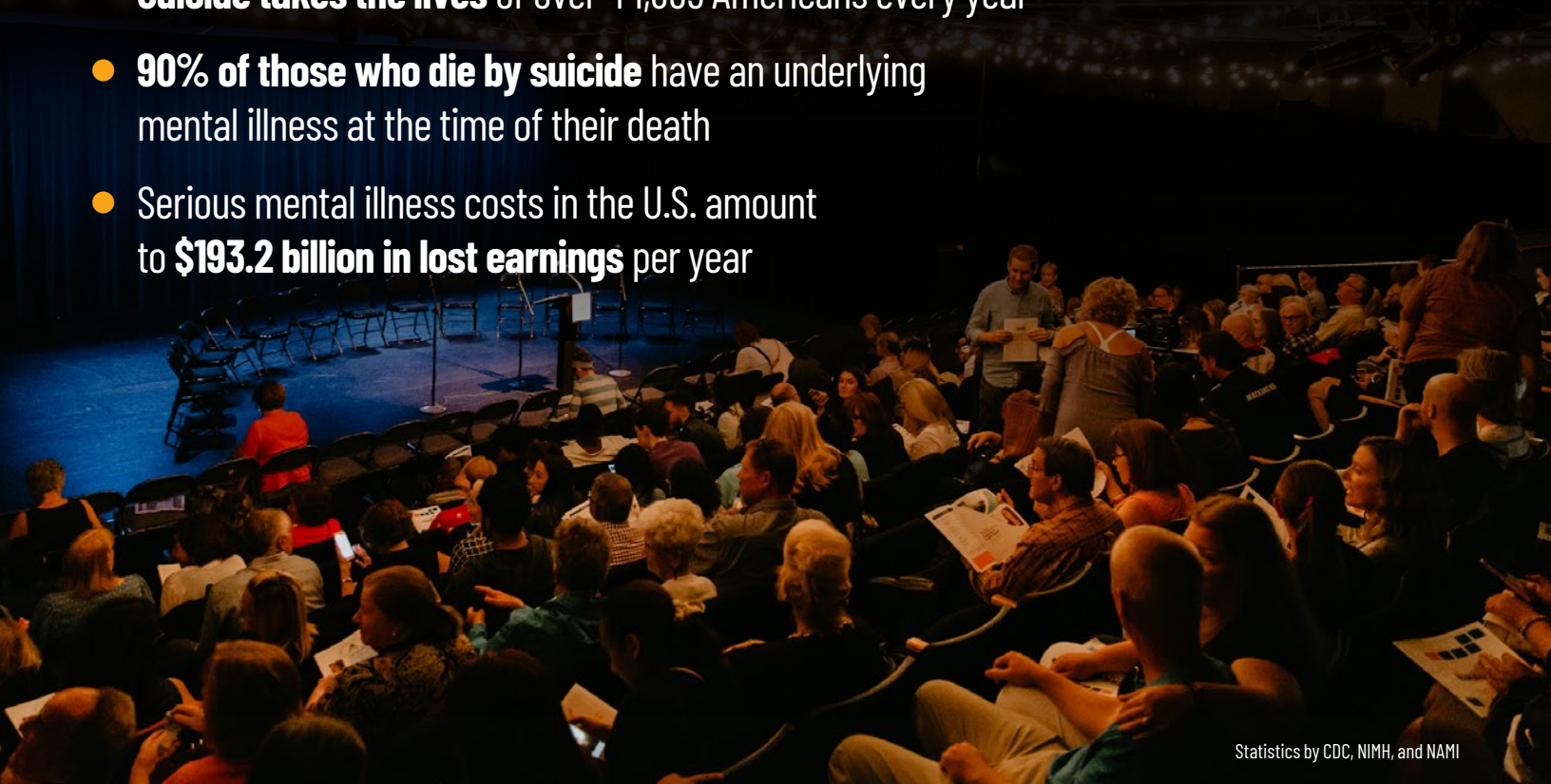


Ending the stigma surrounding mental illness, one story at a time

The need for **This Is My Brave**[®]



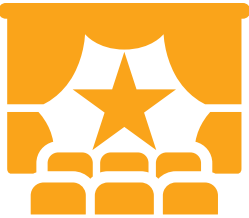
- **Over 46 million** adults experience a mental illness in a given year
- Nearly **60% of adults** with a mental illness did not receive treatment in the previous year
- **Every day**, approximately 123 Americans die by suicide
There is one death by suicide in the U.S. every 12 minutes
Suicide takes the lives of over 44,965 Americans every year
- **90% of those who die by suicide** have an underlying mental illness at the time of their death
- Serious mental illness costs in the U.S. amount to **\$193.2 billion in lost earnings** per year



Statistics by CDC, NIMH, and NAMI

This Is My Brave's Impact

Since 2014, This Is My Brave has...



produced
90 shows

2022

- College Edition - USF
- New Hampshire
- Broward County, FL
- Los Angeles, CA
- Stories from the College Athlete Community*
- Philadelphia, PA
- DeKalb, IL
- Eagle Valley, CO
- Stories from the Veteran Community*

2021

- Stories from the Black Community - vol 1*
- Stories from the Black Community - vol 2*
- College Edition - season 2*
- New Hampshire*
- BraveTV*
- Brave Beyond the Stage*
- #BraveDays*

2020

- BraveTV pilot*
- Napa Valley & St Helena, CA
- Houston, TX*
- St Louis, MO*
- Washington, DC-area*
- Hampton Roads, VA*
- New Hampshire*

2019

- High School Edition Pilot
- College Edition Pilot
- Baltimore, MD
- Concord, NH



with over **1000**
storytellers



18,500+ audience
members



in **53** cities in the
U.S. & Australia



& **300k** YouTube
video views

- DeKalb, IL
- Houston, TX
- Orlando, FL
- Columbus, OH
- Carroll County, MD
- Northwest AR
- Boise, ID
- 2018**
- Arlington, VA - Spring
- Arlington, VA - Fall
- Baltimore, MD
- Bentonville, AR
- Bethesda, MD
- Boise, ID
- Boston, MA - Spring
- Boston, MA - Fall
- Charlotte, NC - Spring
- Charlotte, NC - Fall
- Elkins Park, PA
- Ft. Lauderdale, FL
- Iowa City, IA
- Lansing, MI
- Los Angeles, CA
- Mullumbimby, Australia

- New York City, NY
- Orlando, FL
- Philadelphia, PA
- Sterling, VA
- 2017**
- Bentonville, AR
- Boise, ID
- Boston, MA
- Canberra, Australia
- Cedar Rapids, IA
- D.C. Women's Summit,
Washington, DC
- Des Moines, IA
- Germantown, MD
- Jacksonville, FL
- Kansas City, MO
- Lewiston, ME
- Los Angeles, CA - Spring
- Los Angeles, CA - Fall
- Napa, CA
- Perth, Australia
- Sedona, AZ
- Valparaiso, IN
- Washington, DC
- Wheeling, WV

- 2016**
- Arlington, VA
- Baltimore, MD
- Denver, CO - Spring
- Denver, CO - Fall
- Greenville, SC
- Iowa City, IA
- Oklahoma City, OK
- Valparaiso, IN
- Washington, DC
- 2015**
- Arlington, VA
- Boston, MA
- Harrisburg, PA
- Iowa City, IA
- Los Angeles, CA
- New York City, NY
- 2014**
- Arlington, VA

* Indicates virtual programming
Statistics are current as of November 2021

Thus far, nearly 1000 stories have been shared through our live shows and more via our digital platforms. Live shows are professionally videotaped and published to our YouTube channel: youtube.com/thisismybrave

Our Social Media Presence



over
16,517



2,193
subscribers
341,144 views



10,818
followers



23,933
followers

92% of This Is My Brave® participants felt more empowered to continue to share their stories with family, friends, and their local community after being a part of our show.

*Statistics are current as of June 2021

This show was the most inspirational event I have ever attended. The stories, although sad, were heartfelt and meaningful on so many levels. I am forever going to remember the brave people who entered that stage anxious and nervous and left almost an entire audience in tears of joy knowing that these people have found their "Brave" inner self in different ways.

Carolyn, audience member



Become a Sponsor

SIGNATURE LOCAL SPONSOR - \$5,000

- Special recognition on the TIMB website - featured post directing traffic to sponsor's website
- Full page ad in show playbill
- Recognition with logo on show flyers and in show playbill plus on-site signage
- Logo on TIMB website with link to your website
- Special recognition in show videos as Signature Sponsor
- 5 NAMI NH social media posts (following of 17,000+)
- Recognition in NAMI NH ENews (distribution of 5,000+)
- Opportunity to exhibit on 6' table in lobby
- 5 tickets to the show

PLATINUM LOCAL SPONSOR - \$2,500

- Half page ad in the show playbill
- Recognition with logo on show flyers and in show playbill plus on-site signage
- Logo on TIMB website with link to your website
- Special recognition in show videos as Platinum sponsor
- 3 NAMI NH social media posts (following of 17,000+)
- Recognition in NAMI NH ENews (distribution of 5,000+)
- Opportunity to display marketing collateral at our Resource table at show
- 3 tickets to the show

GOLD LOCAL SPONSOR - \$1,000

- Quarter page ad in show playbill
- Recognition with logo on show flyers and in show playbill plus on-site signage
- Logo on TIMB website with link to your website
- Recognition in show videos as Gold sponsor
- 2 NAMI NH social media posts (following of 17,000+)
- Recognition in NAMI NH ENews (distribution of 5,000+)
- 2 tickets to the show

SILVER LOCAL SPONSOR - \$500

- Recognition with logo on show flyers and in show playbill plus on-site signage
- Recognition in show videos as Silver sponsor
- 1 NAMI NH social media post (following of 17,000+)
- Recognition in NAMI NH ENews (distribution of 5,000+)
- 1 ticket to the show

SHARE YOUR STORY!
AUDITIONS FOR THE CAST OF
THIS IS MY BRAVE
NEW HAMPSHIRE
WILL BE HELD IN EARLY
2024!

NAMI
National Alliance on Mental Illness
New Hampshire
presents
THIS IS MY BRAVE
THE SHOW

Wednesday, May 15, 2024
at the
Bank of New Hampshire Stage
Concord, NH
[#StorytellingSavesLives](#)

[LEARN MORE](#)

2023 Show Program Specifications



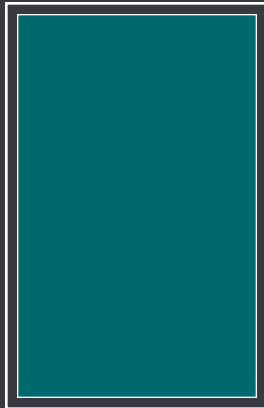
EACH SHOW PROGRAM PAGE IS 5.5" X 8.5"

ALL ARTWORK MUST BE A HIGH-RESOLUTION PDF OR JPEG.

NO WORD DOCUMENTS WILL BE ACCEPTED.

ALL ADS MUST BE SUPPLIED AT 300DPI AT THE EXACT MEASUREMENTS (NO BLEED OR CROP-MARKS).

IF IMAGES DO NOT MEET CRITERIA FOR PRINT, TIMB RESERVES THE RIGHT TO ADJUST THE SIZE AND DIMENSIONS.



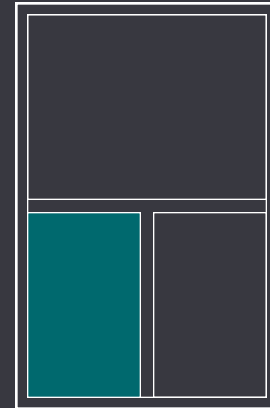
Full Page Ad

Size: 5" wide x 8" tall



Half Page Ad

Size: 5" wide x 3.875" tall



Quarter Page Ad

Size: 2.375" wide x 3.875" tall



Thank you for your generous support!