



Storytelling Saves Lives

What is *This Is My Brave*?

This Is My Brave aims to raise awareness of mental illness, suicide, and substance use disorders; dispel the stigma and discrimination surrounding these conditions; and raise funds to help NAMI New Hampshire continue to provide free support, education, and advocacy to over 50,000 individuals and families statewide.

This Is My Brave is the leading platform for community members to share their stories of hope, recovery, and success while living with a mental health condition or substance use disorder. Our goal is to support individuals to share their stories— stories of hope, empowerment, and honesty— to end the stigma surrounding these conditions and encourage those still living in silence to seek support. We invite you to join us for this inspiring event!

Why Support this Event?

NAMI NH's 2024 inaugural production of *This Is My Brave* was a memorable and incredible night! Our amazing storytellers inspired us, gave us hope, and truly showed what it means to be Brave. We are honored to bring this event back to New Hampshire in 2025. Together, we can end the stigma surrounding mental illness, suicide, and substance use disorders, one story at a time.

To view highlights, the show video, photos, and the digital playbill from 2024's sold out show, visit www.NAMINH.org/TIMB. The 2025 show will be held on May 15th at the Bank of New Hampshire Stage in Concord.





2025 Sponsorship Opportunities

EXCLUSIVE Signature Sponsor - \$5,000

- Prominent hyperlinked logo placement on *This Is My Brave* webpage
- Full-page ad in show playbill (virtual and print)
- Recognition with logo on show flyers and in show playbill, plus on-site signage
- Special recognition in show video as Signature Sponsor
- 5 social media posts (following of 18,000+)
- Recognition in NAMI NH's ENews (5,000+)
- Opportunity to exhibit in the theater lobby before the show
- 6 tickets to the show

Reserved

Platinum Sponsor - \$2,500

- Hyperlinked logo placement on *This Is My Brave* webpage
- Half-page ad in show playbill (virtual and print)
- Recognition with logo in show playbill, plus on-site signage
- Recognition in show video
- 3 social media posts (following of 18,000+)
- Recognition in NAMI NH's ENews (5,000+)
- Opportunity to exhibit in the theater lobby before the show
- 4 tickets to the show

Gold Sponsor - \$1,000

- Hyperlinked logo on *This Is My Brave* webpage
- Quarter-page ad in show playbill (virtual and print)
- Recognition with logo in show playbill, plus on-site signage
- Recognition in show video
- 2 social media posts (following of 18,000+)
- Recognition in NAMI NH's ENews (5,000+)
- Opportunity to exhibit in the theater lobby before the show
- 2 tickets to the show

Silver Sponsor - \$500

- Hyperlinked logo on *This Is My Brave* webpage
- Recognition with logo in show playbill and on-site signage
- Group social media mention (following of 18,000+)
- Recognition in NAMI NH's ENews (5,000+)





2025 Show Program Specifications

Please send your ad to Kristen Welch at kwelch@NAMINH.org by April 25th.

- 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 the criteria for print, NAMI NH reserves the right to adjust the size and dimensions



Full Page Ad
5" wide x 8" tall

Half Page Ad
5" wide by 3.875" tall

Quarter Page Ad
2.375" wide by 3.875" tall

