

Sponsorship



# Holiday

## Campaign



November - January 2025

Brought to you by: [www.bestrong.org](http://www.bestrong.org) & [www.wedinettogether.org](http://www.wedinettogether.org)



**The holiday season can be both challenging and rewarding.** During the 2024 holiday season, Be Strong needs your help to elevate the importance of strengthening mental, emotional, and relational health. Navigating family dynamics can cause friction between loved ones, financial strain while struggling with expectations, and for some, a season that was once a source of joy has become a painful reminder of what's been lost. Death, estrangement, and other types of loss change the makeup of communities during the holidays.

We know that through leveraging authentic support from you to your community, we will help more people get connected to the help they deeply need. We have **three key goals** for the campaign: 1. Constant drumbeat: consistent, rhythmic pattern of resources, messaging and content to engage those who need help & want to help others. 2. Get the free + anonymous Be Strong App into the hands of people in crisis. 3. Gain support for the holiday fundraiser, benefiting the growth of Be Strong programs.

*Sara*

Be Strong Student Representative

"In the past, I have dealt with many struggles and have overcome them," Sara said, reflecting on how her own experiences with bullying motivated her to join the Be Strong program. "I want to transfer that to others and help them with their health as well."

Sara now dedicates herself to sharing the skills she's learned over the past year as a Be Strong Student Representative to help other students with the struggles they face."

"I believe my community needs Be Strong," Sara explained. "Students in my school have attempted suicide and self-harmed because they don't feel accepted. I want to help them know that they are loved and cared about."

While Sara's grateful for her family and friends, she recognizes that not everyone has the same support system.

**Sara dreams of a world where more people are comfortable seeking the help they may need for their mental health, so that no one suffers alone.**



*Bin-Quinten*

Be Strong Student Representative

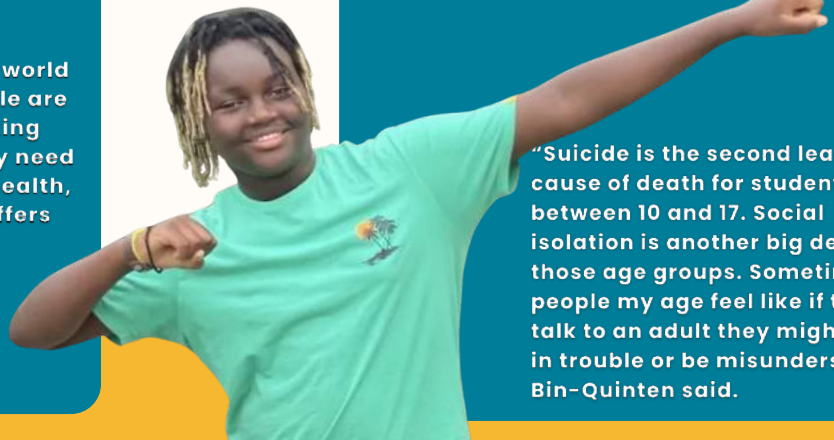
"I joined Be Strong to make my community a better place and to encourage people to be their authentic selves," Bin-Quinten explained.

"Having gone through tough times myself, I was fortunate to have had people who were there for me, and I am grateful for their support."

This inspired me to make it a personal goal to be there for those who don't have anyone to turn to," Bin-Quinten said. "Ultimately, I joined Be Strong to be a helping hand, a safe haven for anyone in need, and to make the world a better place."

"Suicide is the second leading cause of death for students between 10 and 17. Social isolation is another big deal for those age groups. Sometimes people my age feel like if they talk to an adult they might get in trouble or be misunderstood," Bin-Quinten said.

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**\$75,000**

ALL SPONSORS FEATURED IN ANNUAL HOLIDAY FUNDRAISER CAMPAIGN - WITH DESCRIPTION & CLICK THROUGH TO COMPANY & OR BRAND CHOSEN LOCATION

### Campaign Presenting Sponsor

\*Custom benefits available, in-kind, volunteer opportunities, and discount codes

'Presented by' recognition on all marketing materials including: Social Media (145k+) | Print Media | Digital Media | Websites

Supports more than 120 campus peer groups, through our proven impact model

Geo fenced Be Strong APP download campaign to sponsor chosen markets/zip codes, targeting (10,000) people in crisis to get to help (top help: food insecurity, housing, mental health services)

In app & website feature article

Co-branded resource article series (3)

Recognition as sponsor in e-newsletter 3x to school staff, parents & donors (53k)

(2) National press release inclusion (sponsor in title), quote & boiler plate with hyperlink (1) November 2024 (1) January 2025

Inclusion with logo in (3) direct mailer campaigns

Testimonial & promotional video series targeted to sponsor chosen audience.

**\$25,000**

### Campaign National Sponsor

\*Custom benefits available, in-kind, volunteer opportunities, and discount codes

Supports more than 40 campus peer groups, through our proven impact model

Recognition on all marketing materials including: Social Media (145k+) | Print Media | Digital Media | Websites

Geo fenced Be Strong APP download campaign to sponsor chosen markets/zipcodes, targeting (5,000) people in crisis to get to help (top help: food insecurity, housing, mental health services)

Recognition as sponsor in e-newsletter 2x to school staff, parents & donors (53k)

National press release inclusion, quote & boiler plate with hyperlink

Inclusion with logo in (2) direct mailer campaigns

**\$10,000**

### Campaign Community Sponsor

\*Custom benefits available, in-kind, volunteer opportunities, and discount codes

Supports more than 20 campus peer groups, through our proven impact model

Recognition on all marketing materials including: Social Media (145k+) | Print Media | Digital Media | Websites

Geo fenced Be Strong APP download campaign to sponsors chosen markets/zip codes, targeting (1,500) people in crisis to get to help (top help: food insecurity, housing, mental health services)

Recognition as sponsor in e-newsletter 1x to school staff, parents & donors (53k)

National press release inclusion, quote & boiler plate with hyperlink

Inclusion with logo in (1) direct mailer campaigns





Be Strong is an exempt organization as described in section 501(c)(3) of internal revenue code: donations are tax deductible.

Founded in 2015, Be Strong's mission is to save and improve the lives of our youth using a peer-to-peer approach to strengthen mental, emotional, and relational health, build resilience, and prevent bullying.

Its innovative student-led approach provides leadership and resilience training that features proven models for organizing support groups that help instill confidence-building and bringing about a positive change in themselves and others, as well as provide safe space for individuals to reveal challenges and getting the help they need. As of early October 2024, Be Strong has 3,800 student leaders in all 50 states. Be Strong's events, checklists, resources and app have helped over five million individuals.



We Dine Together was co-founded by high school student, Denis Estimon. Following graduation, Estimon brought We Dine Together to Be Strong, a student-led movement sweeping across communities around the country.

We believe lasting relationships and impact happen over the table. Each We Dine Together family is led by a Be Strong Student State Representative - leading change through intervention & volunteerism.