



Newport Mental Health

SPONSORSHIP OPPORTUNITIES

2025

We welcome people of all ages, from all walks of life, who live, work or study in Newport County. We provide high-quality, evidence-based, person-centered care regardless of insurance status or ability to pay.

“At Newport Mental Health, they help. If you're down, they'll sit on the ground with you. I was lost and they saved my life.”

- Newport Mental Health client

Susan Piacenti, CFRE
Vice President of Philanthropy
spiacenti@newportmh.org
401-600-4858

Zachary Gioia
Director of Mission Advancement
zgioia@newportmh.org
401-900-5166

Nationwide, **only half of the people with mental illness receive treatment.**¹ You can help change this in Newport County.

Thanks to the generosity of businesses and donors like you, residents of Newport County have access to affordable, high-quality, evidence-based behavioral healthcare 24 hours a day, 7 days a week, 365 days a year. With your support, your loved ones and neighbors can live happier, healthier, more productive lives.



23% of adults experienced a mental illness in the past year.²

The Rhode Island Outreach team logs more than 657 engagements in the community each month, providing proactive services and referrals.

1 in 4 adults with frequent mental distress could not see a doctor due to cost.

In 2024, NMH averaged 51 new clients each month. We offer a sliding fee scale that includes free care, and there is never a waiting list.



18% of adults in the U.S. had a substance use disorder in the past year and 77% of them did not receive treatment.

In August 2024, NMH relocated to a larger, newly renovated location, allowing us to expand our new Intensive Outpatient Program to address substance use in Newport County.

With your help, we will continue to expand our community of hope.

¹ National Institutes on Mental Health. <https://www.nimh.nih.gov/health/statistics>.

² 2024 State of Mental Health, Mental Health America.

Event sponsorships benefit you *and* your community.

Sponsorships are an investment in the people of Newport County while also promoting your business, your brand, and increasing your visibility as a philanthropic, community-minded leader.

Drive for Mental Health

Charity Golf Tournament

June 23, 2025

The Aquidneck Club, Portsmouth, RI

Our 10th Annual Golf Tournament returns to The Aquidneck Club in 2025. This best ball tournament on a stunning 18-hole, links-style championship course includes golf & carts, lunch, cocktail hour, seated dinner and awards reception, plus great auction prizes. Scramble division also available. Engage community members in an exciting and fun environment.

Learn more on the following page.



ROCK

The Beach

Charity Fundraising Gala

September 11, 2025

Newport Beach House, Middletown, RI

Newport Mental Health's 11th annual fundraising gala offers the perfect balance of formal and fun at a gorgeous seaside location. This sell-out event of 300 guests features live music, cocktail hour, dinner and dancing, plus live and silent auctions. Our signature fundraising event, *Rock the Beach* draws wide media and community reach from across Rhode Island and beyond.

Learn more on the following page.



Drive for Mental Health

Charity Golf Tournament

SPONSORSHIP OPPORTUNITIES

Presenting
Sponsor



Golf Cart Sponsor - \$5,000

Tax-deductible portion: \$3,580

- 1 foursome with carts, lunch and dinner
- Your logo on hood of tournament golf carts*
- 2 tee signs and 1 pin flag w/your logo*

Lunch Sponsor - \$5,000

Tax-deductible portion: \$3,580

- 1 foursome with carts, lunch and dinner
- Your logo in box lunch and on napkins*
- 2 tee signs and 1 pin flag w/your logo*

Dinner Sponsor - \$5,000

Tax-deductible portion: \$3,580

- 1 foursome with carts, lunch and dinner
- Your logo at dinner tables*
- 2 tee signs and 1 pin flag w/your logo*

Beverage Sponsor - \$5,000

Tax-deductible portion: \$3,580

- 1 foursome with carts, lunch and dinner
- Your logo on beverage carts*
- 2 tee signs and 1 pin flag w/your logo*

Swag Bag Sponsor - \$5,000

Tax-deductible portion: \$3,580

- 1 foursome with carts, lunch and dinner
- Your logo on the golfer gifts*
- 2 tee signs and 1 pin flag w/your logo*

Scramble Sponsor - \$5,000

Tax-deductible portion: \$3,580

- 1 foursome with carts, lunch and dinner
- Sponsored-named award for winners*
- 2 tee signs and 1 pin flag w/your logo*

Snack Shack Sponsor - \$3,500

Tax-deductible portion: \$2,080

- 1 foursome with carts, lunch and dinner
- Your logo at Snack Shack and w/cart snacks*
- 1 tee sign and 1 pin flag w/your logo*

Longest Drive Sponsor - \$3,500

Tax-deductible portion: \$2,080

- 1 foursome with carts, lunch and dinner
- 2 sponsor-named awards (men's & women's)
- 1 tee sign and 1 pin flag w/your logo at the contest hole*

Closest to the Pin Sponsor - \$3,500

Tax-deductible portion: \$2,080

- 1 foursome with carts, lunch and dinner
- 2 sponsor-named awards (men's & women's)
- 1 tee sign and 1 pin flag w/your logo at the contest hole*

Longest Putt Sponsor - \$3,500

Tax-deductible portion: \$2,080

- 1 foursome with carts, lunch and dinner
- 2 sponsor-named awards (men's & women's)
- 1 tee sign and 1 pin flag w/your logo at the contest hole*

50/50 Raffle Sponsor - \$3,500

Tax-deductible portion: \$2,080

- 1 foursome with carts, lunch and dinner
- 1 sponsor-named award
- 1 tee sign and 1 pin flag w/your logo*

Hole-In-One Sponsor - \$3,500

Tax-deductible portion: \$2,080

- 1 foursome with carts, lunch and dinner
- 1 sponsor-named award
- 1 tee sign and 1 pin flag w/your logo at the contest hole*

ROCK *The Beach*

Charity Fundraising Gala

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$15,000

Tax-deductible portion: \$8,400

- 2 reserved tables for 24 guests
- VIP parking for 8 cars
- Opportunity to make brief remarks from the podium during the speaking program
- Sponsorship & logo recognition in Gala video
- Premier logo placement on all event promotional materials, including Save the Date, Invitation, and event website*
- Logo on the program book cover*
- Premier placement of a full-page color ad in the program book*

Promoter - \$10,000

Tax-deductible portion: \$5,050

- 1 ½ reserved tables for 18 guests
- VIP parking for 6 cars
- Recognition during the speaking program
- Sponsorship & logo recognition in Gala video
- Premier logo placement on event promotional materials*
- Premier placement of a full-page color ad in the program book*

Benefactor - \$6,500

Tax-deductible portion: \$3,200

- 1 reserved table for 12 guests
- VIP parking for 4 cars
- Sponsorship & logo recognition in Gala video
- Recognition on event promotional materials*
- Full-page color ad in the program book*

Patron - \$4,500

Tax-deductible portion: \$1,200

- 1 reserved table for 12 guests
- Recognition on event promotional materials*
- ½ page color ad in the program book*

Supporter - \$2,500

Tax-deductible portion: \$850

- ½ reserved table for 6 guests
- Recognition on day-of event signage*
- ½ page color ad in the program book*

Friend - \$1,000

Tax-deductible portion: \$450

- Reserved seating for 2 guests
- Recognition on day-of event signage*
- ½ page color ad in the program book*

**Please note that some items have commitment/logo submission deadlines. Contact us for details. High-resolution logos will be requested for print materials; vector or .eps logos preferred.*

OTHER WAYS TO SUPPORT NEWPORT MENTAL HEALTH

Purchase a table for 12 at the Gala, reserve a foursome for golf, or purchase a pin flag, tee sign, or program book ad by itself — or add additional items to your sponsorship level for a one-of-a-kind package. Your commitment at any level allows us to help even more residents of Newport County.

Drive for Mental Health

Foursome - \$2,000

Tax-deductible portion: \$580

Purchase a foursome for the tournament

Individual Dinner Ticket - \$125

One guest for dinner and cocktail hour only

Pin Flag - \$500

Tax-deductible portion: \$500

Custom pin flag for your business. 4 available

Tee Sign - \$250

Tax-deductible portion: \$250

Custom tee sign for your business



Table - \$3,100

Purchase a table of 12 seats for the Gala

Individual Ticket - \$275

One guest ticket for the Gala

Full-Page Program Book Ad - \$500

Tax-deductible portion: \$500

Full color 5.5" wide x 8.5" tall, full bleed ad

Half-Page Program Book Ad - \$250

Tax-deductible portion: \$250

Full color 5" wide x 3.875" tall ad

MEDIA REACH

Both **Rock the Beach** and **Drive for Mental Health** provide wide exposure for your business and brand through a variety of media outlets and marketing channels. Here is a sample of past media reach.

Invitations & Save the Dates	Approximately 2,000 invitations mailed and emailed
Email Communications	At least 4 emails per event, with a subscriber list of approx. 2,000
Print Media	Newport Daily News (19,000 readers), East Bay Media (Portsmouth, Tiverton, Little Compton, Bristol; 54,299 readers)
Digital Media	East Bay Media digital (70,000 unique visitors monthly), ABC 6 Community Calendar, WPRI Event Calendar, Newport Buzz (250,000 monthly web visitors), What's Up Newport (160,000 monthly web visitors), Newport Mental Health's website and social media
Radio	WADK promotional ads and radio spots
Publications	Newport Mental Health Annual Report recognition, distributed in hard copy to key stakeholders and digitally available on our website

Potential Sponsorship Exposure: over 500,000 people in RI and nearby MA and CT.



Newport Mental Health

SPONSORSHIP COMMITMENT FORM

Company/Organization Name _____

Contact Name _____ Title _____

Email Address _____ Phone # _____

Street Address: _____

City _____ State _____ Zip Code _____

Sponsorship Type	Sponsorship Amount	Yes, I/we will sponsor at this level!
Drive for Mental Health Sponsorships		
Presenting Sponsor	SOLD OUT	
Golf Cart Sponsor	\$5,000	
Lunch Sponsor	\$5,000	
Dinner Sponsor	\$5,000	
Beverage Sponsor	\$5,000	
Scramble Sponsor	\$5,000	
Swag Bag Sponsor	\$5,000	
Snack Shack Sponsor	\$3,500	
Longest Drive Sponsor	\$3,500	
Closest to the Pin Sponsor	\$3,500	
Longest Putt Sponsor	\$3,500	
50/50 Raffle Sponsor	\$3,500	
Hole-In-One Sponsor	\$3,500	
Rock the Beach Sponsorships		
Presenting Sponsor	\$15,000	
Promoter	\$10,000	
Benefactor	\$6,500	
Patron	\$4,500	
Supporter	\$2,500	
Friend	\$1,000	

Total Amount Due: _____

Please turn over to complete.

Please consider these additional opportunities to increase your impact

	Amount	Quantity	Total Amount (Quantity x Sponsorship Amount)
Drive for Mental Health			
Foursome	\$2,000		
Guest Dinner Ticket	\$125		
Pin Flag (only 4 available)	\$500		
Tee Sign	\$250		
Rock the Beach			
Table (12 seats)	\$3,100		
Individual Ticket	\$275		
Program Book - Full-Page Ad	\$500		
Program Book - Half-Page Ad	\$250		

Total Amount Due: _____

Payment Options:

Total amount due from both sides of the form \$ _____

Check enclosed made payable to "Newport Mental Health"

Please send me an invoice by mail by email _____

Please charge my credit card

Card type AmEx Visa Discover MasterCard

Name on the card _____ Expiration _____

Card # _____ CVV _____

Support Our Silent & Live Auctions

Newport Mental Health always needs silent and live auction items for our events. Does your company have **tickets to a sports game, theater event, or concert; a time share; a unique experience; or other special item** that you'd like to donate to the auction?

Yes, please contact me I don't, but here's an idea _____

Return completed form to:

Newport Mental Health, Office of Philanthropy, 42 Valley Road, Middletown, RI 02842

Questions? Our team is happy to discuss sponsorship options with you.
 Please contact Susan Piacenti, (401) 600-4858 | spiacenti@newportmh.org
 Zachary Gioia, (401) 900-5166 | zgioia@newportmh.org