

SPONSORSHIP OPPORTUNITIES



the black brain
campaign

GREEN SOCK WALK

YEARS STRONG:

10

STEPPING OUT OF STIGMA

MAY 2, 2026

9:00 A.M.-12:00 P.M.

About Us

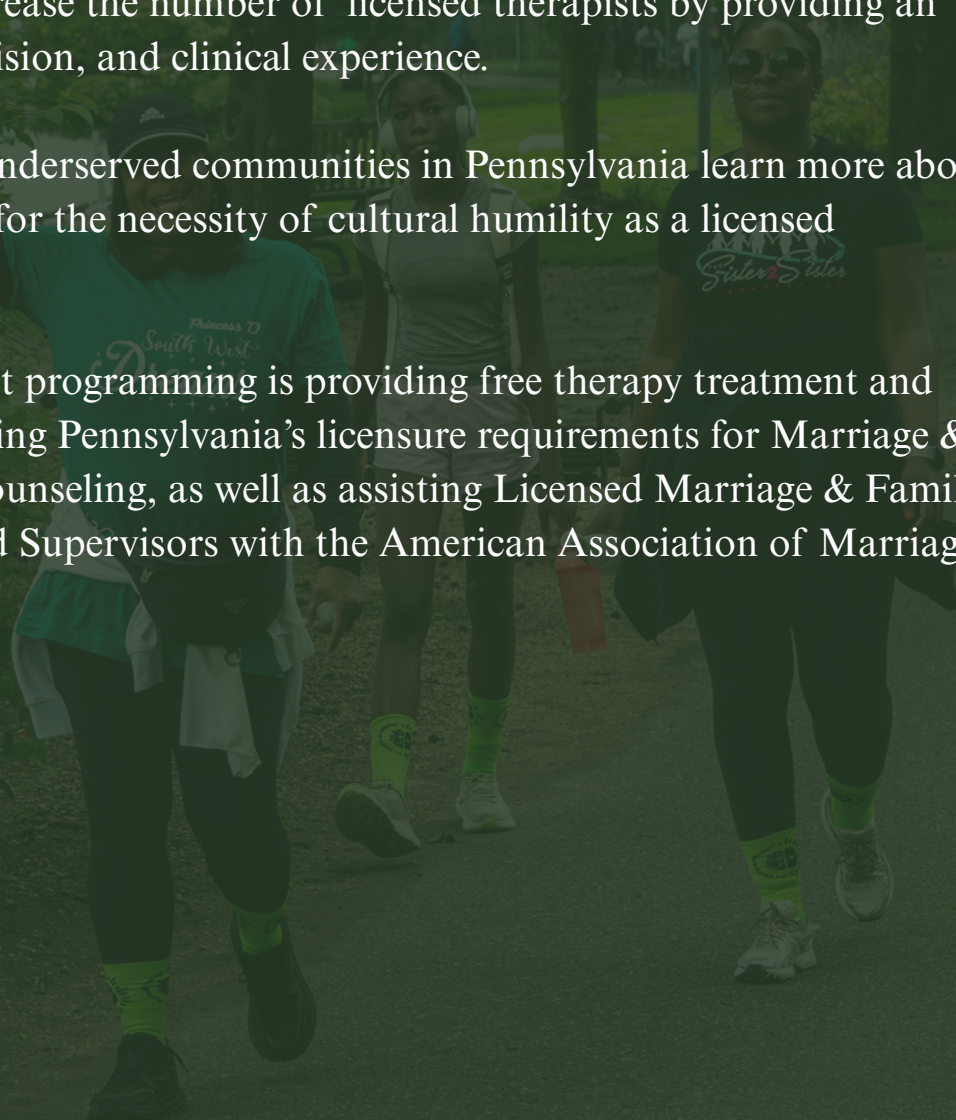
The Black Brain Campaign (BBC) was founded in 2016 by Farida E. Boyer and Jaynay C. Johnson because they were passionate about addressing mental illness.

BBC is a nonprofit 501c3 organization created to eradicate the stigma around mental health in the community by providing a holistic approach to therapy treatment. The organization's services include free individual and family counseling, training courses for therapists, supervision, and community resources.

Farida, one of the founders, is currently serving as the Executive Director of BBC, and she continues to advocate for mental health, while encouraging others to seek mental health treatment. She also hopes to increase the number of licensed therapists by providing an opportunity for training, supervision, and clinical experience.

BBC acts as a resource to help underserved communities in Pennsylvania learn more about mental health, as well as pushes for the necessity of cultural humility as a licensed therapist.

Part of the organization's current programming is providing free therapy treatment and assisting clinicians with completing Pennsylvania's licensure requirements for Marriage & Family Therapy, Professional Counseling, as well as assisting Licensed Marriage & Family Therapist in becoming Approved Supervisors with the American Association of Marriage & Family Therapist.



Overall, mental health conditions occur in Black and African-American (B/AA) people in America at about the same or less frequency than in white Americans. However, the historical Black and African-American experience in America has and continues to be characterized by trauma and violence more often than for their white counterparts, impacting the emotional and mental health of both youth and adults.



Our Impact

2,000+

CLIENT'S SERVICED

12

THERAPISTS RECEIVED
LICENSURE

5

APPROVED
SUPERVISOR

12+

PARTNERSHIPS WITH ORGANIZATIONS, SCHOOLS, AND LEADERS

NOMO Foundation, Beckett Life Center, Unity in the Community, Mother In Charge, Martin Luther King High School, Sayre High School, Laborers' District Council, PECO, State Rep Regina Young and Joanna McClinton, Drexel University and Lasalle University.



Sponsorship Opportunities

Celebrating National Mental Health Awareness Month

The Black Brain Campaign invites organizations and individuals to support our annual Green Sock Walk, an uplifting community event promoting mental health awareness, advocacy, and wellness. Sponsorship provides a unique opportunity to showcase your commitment to mental health in front of our community, partners, and media.

Why Sponsor the Green Sock Walk?

- Support mental health awareness in your community
- Showcase your commitment to mental wellness
- Connect with local organizations, leaders, and participants
- Gain visibility through on-site branding, social media, and press coverage

Sponsorship Opportunities

Presenting Sponsor – \$5,000

- “Green Sock Walk Presented by [Your Company Name]” recognition in all event materials
- Logo on event banner, t-shirts, and promotional materials
- Social media shoutouts across BBC platforms (Facebook, Instagram, Twitter)
- Recognition in press releases and local media
- Opportunity to provide a welcome message at the event
- 10 Walk participant registrations (walk kits included)
- Logo featured on event website
- Recognition on event signage at start/finish line
- Option to include promotional item in participant walk kits

Leadership Sponsor – \$2,500

- Logo on event banner, t-shirts, and promotional materials
- Recognition in social media posts and press mentions
- 5 Walk participant registrations (walk kits included)
- Recognition on event website
- Recognition on event signage at key locations
- Option to include promotional item in participant walk kits

Sponsorship Opportunities

Community Sponsor – \$1,000

- Recognition on event banner and promotional materials
- 3 Walk participant registrations (walk kits included)
- Recognition on event website and select social media posts
- Option to include promotional item in participant walk kits

Friend of the Walk – \$500

- Recognition on event website and social media
- 2 Walk participant registrations (walk kits included)
- Option to include promotional item in participant walk kits

Presenting Sponsor – \$250

- Recognition on event website
- 1 Walk participant registration (walk kit included)

Additional Opportunities

- Custom Walk Kit Item Sponsor – \$250 (provide branded water bottles, socks, or other small giveaways for participants)

Confirm Your Commitment

Thank you for supporting The Black Brain Campaign

To confirm your sponsorship by email and request an invoice:
Contact us at info@joinbbc.org.

Questions about your commitment?
Give us a call at (215) 500-1372

Make checks payable to:

The Black Brain Campaign
5429 Chestnut Street, Ste G3
Philadelphia, PA 19139



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