



the black brain
campaign

10TH ANNIVERSARY

GREEN TIE GALA

The Emerald Era

A DECADE OF DREAMS

OCTOBER 10, 2026

CELEBRATING TEN YEARS OF
ADVANCING BLACK MENTAL HEALTH

SPONSORSHIP OPPORTUNITIES

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 amongst the Black population In Philadelphia.

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

BBC acts as a resource to help underserved communities in Pennsylvania learn more about mental health and advocates for the necessity of cultural humility among licensed therapists.

Part of the organization's current programming is providing free therapy treatment, internship opportunities, 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.



OUR IMPACT

CLIENTS

PARTNERS

THERAPISTS

7,858

80+

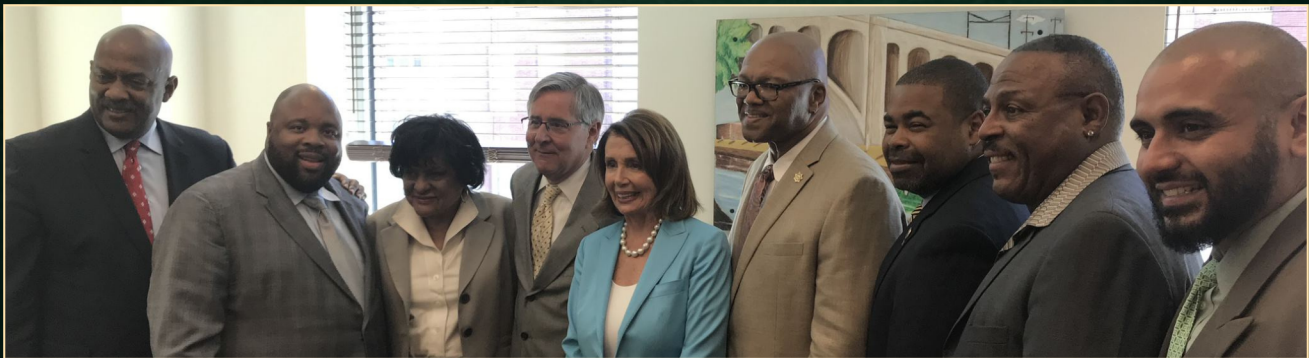
10+

Clients Serviced

Partnerships with
Organizations, Schools
& Leaders

Therapists
Received Licensure

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



SPONSORSHIP OPPORTUNITIES

10TH ANNIVERSARY GREEN TIE GALA | OCTOBER 10, 2026

PRESENTING SPONSOR

\$50,000

All existing benefits plus enhanced legacy recognition

- Presenting Sponsor recognition (“Presented by [Company Name]”)
- Sponsorship of BBC Lifetime Achievement Award
- Signature drink featuring sponsor name
- 60-second video commercial played at event and on BBC social platforms
- Speaking opportunity during program
- Two premier tables (20 tickets) with priority seating
- 20 VIP gift bags
- 1,000 casino chips per guest
- Company name included in publicity and press
- Prominent logo placement on all event signage
- Full page advertisement in digital honoree profile booklet
- Digital ad displayed during gala program
- Social media recognition across BBC platforms

New 10th Anniversary Building Legacy Benefits



Engraved Brick or Stone

with sponsor’s name in the new BBC building



Legacy Tree Recognition

inside the building with engraved leaf



Invitation and Recognition

at the ribbon-cutting ceremony



SPONSORSHIP OPPORTUNITIES

10TH ANNIVERSARY GREEN TIE GALA | OCTOBER 10, 2026

LEADERSHIP SPONSOR \$25,000

- Sponsorship of BBC Champion of the Year Award or C.O.A.T. Award
- 30-second video commercial played at event and on BBC social media
- Speaking opportunity during program
- One VIP table (10 tickets)
- 10 VIP gift bags
- 500 casino chips per guest
- Logo on event signage
- Full page advertisement in digital honoree booklet
- Digital ad displayed during gala program
- Social media recognition across BBC platforms


New 10th Anniversary Building Legacy Benefits

- Engraved brick or stone with sponsor's name in the new BBC building
- Legacy Tree Recognition inside the building with engraved leaf
- Invitation and recognition at the ribbon-cutting ceremony

TRUSTEE SPONSOR \$15,000

- 10-second video commercial played at event and on BBC social media
- One VIP table (10 tickets)
- 10 VIP gift bags
- 300 casino chips per guest
- Logo on all event signage
- Half Page Advertisement in digital honoree booklet
- Digital screen advertisement during gala
- Social media recognition

New 10th Anniversary Building Legacy Benefits

- Legacy Tree Recognition inside the building with engraved leaf
 - Invitation and recognition at the ribbon-cutting ceremony.
- 



SPONSORSHIP OPPORTUNITIES

10TH ANNIVERSARY GREEN TIE GALA | OCTOBER 10, 2026

PARTNER SPONSOR \$10,000

- One table of 10 with reserved seating
- 10 VIP gift bags
- 200 casino chips per guest
- Half Page Advertisement in digital honoree profile booklet
- Logo recognition on event signage and screens
- Social media recognition


New 10th Anniversary Building Legacy Benefits

- Legacy Tree Recognition inside the building with engraved leaf
- Invitation and recognition at the ribbon-cutting ceremony.

ADVOCATE SPONSOR \$5,000

- One table of 10 with reserved seating
- 10 VIP gift bags
- 150 casino chips per guest
- Advertisement in digital honoree booklet
- Logo on event signage
- Digital screen advertisement during gala
- Social media recognition

FRIEND SPONSOR \$2,500

- One table of 10 with reserved seating
 - 100 casino chips per guest
 - Logo recognition on event signage
 - Digital screen advertisement during gala
 - Social media recognition
- 

ADVERTISEMENT PACKAGES

10TH ANNIVERSARY GREEN TIE GALA | OCTOBER 10, 2026

FULL-PAGE DIGITAL AD TRIBUTE \$500

- Digital ad to display on screens at gala (16:9 or 1920x1080 px - full screen)
- Company logo recognition on all select related signage
- Hi-resolution PNG files only

HALF-PAGE DIGITAL AD TRIBUTE \$250

- Digital ad to display on screens at gala (8:9 or 960x1080 px - half screen)
- Company logo recognition on all select related signage
- Hi-resolution PNG files only




ALL ADS DUE BY FRIDAY, SEPTEMBER 25, 2026

Email all logos & advertisements to hitouch@joinbbc.org



JOIN THE EMERALD ERA



A decade of advancing black mental health. the next chapter requires partners who are ready to build with us.

CONFIRM YOUR SPONSORSHIP

To confirm your sponsorship and request an invoice:

HITOUCH@JOINBBC.COM

Questions?

215-326-9273



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