

S I L E N C E T H E S H A M E P R E S E N T S

**Silence
the Shame**

OCTOBER 10, 2025
CITY HALL • ATRIUM, ATLANTA, GA

**A BRILLIANT
MIND**

Gala

**WORLD
MENTAL HEALTH DAY**

SPONSORSHIP PACKAGE

This year's event promises an unforgettable experience: an exclusive All-Black Sneaker Ball! Move to the rhythms of Atlanta's top DJs spinning the best Hip-Hop and R&B—from today's hottest hits to timeless old-school classics.

Join us to honor the champions in our community who are working tirelessly to combat mental health stigma. Our goal is to raise \$250,000 to support mental health programs and create a lasting impact.

ABOUT SILENCE THE SHAME

Silence the Shame, Inc. (STS) is a pioneering nonprofit founded in 2017 by Shanti Das with the purpose of destigmatizing mental health, especially within underserved communities. Inspired by Ms. Das's personal experiences with depression and the loss of loved ones to suicide, STS was born from a deep commitment to change the conversation around mental health and empower individuals to seek support without fear or shame.

Our Mission & Vision:

To empower and educate communities about mental health and wellness, envisioning a stigma-free, culturally competent world where mental wellness is a universal priority.

IN 2024, SILENCE THE SHAME ENGAGED OVER

78.5K

Individuals through programs, resources, and awareness campaigns

783

YOUTH
SUPPORTED

33

EVENTS
HELD

60

YOUTH LEADERS
DEVELOPED

52

STSU
AMBASSADORS
TRAINED

21

EVENTS
HOSTED

963

COLLEGE STUDENTS
SUPPORTED

250

VOLUNTEERS
ENGAGED

22

OUTREACH
EVENTS

102

HOURS
SERVED



Silence the Shame

WORLD MENTAL HEALTH DAY IS OCTOBER 10TH!

SILENCE THE ~~SHAME~~ PRESENTS

A BRILLIANT
MIND

Gala



**Silence
the ~~Shame~~**

\$25,000 CHAMPION OF CHANGE

Listed as Presenting Sponsor • Logo on STS website, marketing materials, press release, event signage, and recap video
• King Table of 12 • Deliver welcome remarks at the top of the program
• 30-second promo during the event • Full page ad (digital) program
• Option of promotional item in swag bag • 1 hr LIVE training
• Feature in Annual Report

\$15,000 BEACON OF HOPE

Logo on the event website, marketing materials, press release, event signage, and recap video • King Table of 12 • Introduce one gala honoree during the program • Half-page ad (digital program)
• Option of promotional item in swag bag • On-Demand Wellness Training • Highlighted in Annual Report

\$10,000 ADVOCATE FOR WELLNESS

Logo on the event website, marketing materials, event signage, and recap video • Table of Ten with Premium Placement
• Acknowledged during the Gala • Quarter-page ad (digital program)
• Option of promotional item in swag bag
• Invitation to attend wellness seminar • Logo in Annual Report

\$5,000 ALLY IN HEALING

Logo on the event website, marketing materials, and event signage
• Table of 10 • Logo on the Gala program
• Newsletter and Social Media Highlight • Listed in Annual Report



Visit <http://bit.ly/46wXSbW> to select sponsorship.



Mail a check to Silence the Shame,
235 Peachtree St. NE., Suite 420, Atlanta, GA 30303



ADDITIONAL SPONSORSHIP

Opportunities

Photo Booth: \$4,000 (name/logo on materials)

Toast to Silencing the Shame (World Mental Health Day)

\$4,000 (branding, recognition, shout-out)

Silent Auction Sponsor: \$2,000 (name/logo on materials)

Swag Bag Sponsor: \$2,500 (branded item for guests)

Full Page Ad: \$1,000 (premier placement in digital program)

Half Page Ad: \$600 (prominent visibility)

Quarter Page Ad: \$350 (ideal for local businesses)

Business Card Ad: \$200 (compact branding space)

HIGHLIGHTS OF THE EVENING:

Attire: Dress to impress in all-black gala wear, paired with your favorite sneakers to keep our stylish tradition alive.

Silent Auction: Bid on exclusive items and experiences, with proceeds supporting Silence the Shame's mission for mental wellness.

A Taste of Atlanta: Savor a curated menu showcasing the city's best flavors.

Honoring Champions of Mental Health:

Celebrate outstanding mental health professionals, philanthropists, community leaders and organizations making a positive impact.

If you are interested in sponsoring this event,
contact Shanti Das at sd@silencetheshame.com

www.silencetheshame.com | [@silencetheshame](https://www.instagram.com/silencetheshame) | Silence the Shame TV on YouTube

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GALA LEADERSHIP

▶ HONORARY CHAIRS



Lovette Twyman Russell



Chaitra Dalton Bryant

▶ GALA CHAIRS



Kelly Beaty English



Clark Seydel

▶ HOST COMMITTEE

Anna Chafen

Dr. Angelica Geter

Sue Hrib

Dr. Jamar H. Jeffers

Tharon Johnson

Sean Norman

Andrea Smith

Bernie Tokarz

Zak Wallace

Councilmember
Matt Westmoreland

▶ SILENCE THE SHAME EXECUTIVE LEADERSHIP

Shanti Das, CEO/Founder

Jewell Gooding, Executive Director

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