



Language, Stigma & Advocacy

Looking Beyond the Opioid Epidemic

The Poe Center for Health Education will host an onsite training day on September 26th, a VIP reception in Raleigh on September 26th, a Greensboro luncheon and panel discussion on September 27th at Fellowship Hall, and on September 28th a luncheon with keynote speakers at WakeMed's Andrews Center. These events highlight the importance of looking beyond the opioid epidemic to address issues of language, stigma, and advocacy.

Events

Wed. Sept. 26, 2018 | Youth Mental Health First Aid Training, Poe Center, 8:30am-5pm

Wed. Sept. 26, 2018 | VIP Reception, TBD, Raleigh, 5:30pm-7pm

Thursday Sept. 27, 2018 | Luncheon & Panel Discussion, Fellowship Hall, Greensboro, 11:30am – 1:30pm

Friday Sept. 28, 2018 | Luncheon & Annual Meeting, Andrews Center, Raleigh, 11:30am – 1:30pm

Keynote: Dr. Mandy Cohen – As Secretary of the NC Department of Health and Human Services, Mandy Cohen, MD, MPH, and her team have been doing tremendous work to improve the health and wellbeing of North Carolinians, with emphasis on combating the opioid crisis, health care, early childhood education, and more. In her previous position as the COO and Chief of Staff at the Centers for Medicare and Medicaid Services, she brings a deep understanding of, and has been instrumental in public policies surrounding these important topics.

Dr. Patrick Conway – As President and CEO of Blue Cross and Blue Shield of N.C., Patrick Conway continues his work and commitment to health care at Blue Cross NC, from his previous role as Deputy Administrator for Innovation and Quality at the federal Centers for Medicare and Medicaid Services, to deliver the best health outcomes as they strive to be a model health plan and health solutions company.

Panel: The luncheons will host a panel of experts to discuss the topics of language, stigma, and advocacy surrounding mental health and mental illness as we further uncover and take a look beyond the opioid epidemic through a preventative health lens. Panelists will provide answers to complicated questions, such as “*Why is combatting stigma important?*,” “*What can we do to stay informed and abreast?*,” and “*How do we begin to change our language to lessen stigma?*”

Annual Meeting: The Raleigh luncheon will include the Poe Center's annual meeting. The Center will recognize incoming and outgoing Board Members and honor community members who contribute to children's health and education in North Carolina.

About the Poe Center:

The Alice Aycock Poe Center for Health Education is a nonprofit organization dedicated to educating and empowering North Carolina's children, youth and their families to make choices that increase positive health behaviors. Since establishing its Raleigh facility in 1991, the Poe Center has provided health education to more than one million children throughout NC.



Sponsorship Information

Support for this event helps underwrite the cost of the Poe Center’s delivery of health education to children, youth and families statewide, including comprehensive substance use prevention programs. Evaluation data shows that the center is making a difference in the lives of children and families by giving them tools and resources to embark on a lifetime of healthy choices.

As a sponsor of the annual meeting, your business will be promoted as an organization that supports and values health, wellness and education. You will receive exposure to over 7,000 Triangle and Triad area business and community members, and the opportunity to promote your business and brand via multiple marketing outlets.



***Poe programs work!**
93% of students demonstrate knowledge retention and
85% make a positive behavior change six weeks after the program.*

Sponsorship Benefits

Sponsor Recognition	Presenting \$10,000 Sponsor	Diamond \$7,500 Sponsor	Platinum \$5,000 Sponsor	Gold \$2,500 Sponsor	Silver \$1,500 Sponsor	Bronze \$1,000 Sponsor	Friend \$500 Sponsor
Complimentary Event Tickets (VIP Social & Luncheon) Greensboro Raleigh Both *	Table & 6 VIP	Table & 4 VIP	½ Table & 2 VIP	½ Table & 1 VIP	½ Table	4	2
Inclusion in press release and media outreach	★	★					
Recognition from the podium and on signage	Speaking opportunity	★	★	★	★	★	Signage
Recognition on Invitation (Logos and full payment must be received by June 30 for inclusion in the invitation)	★	★	★	★	★	★	
Advertisement with logo in event program brochure	Full-page	Half-page	Quarter- page	Eighth- page	Eighth- page	Name & Logo	Name & Logo
Marketing materials included in participant take-home folders	★	★	★	★	★	★	
Inclusion of logo on webpage (3,000 monthly views) and social media (10,000 followers)	★	★	★	★	★	★	★
Recognition on Poe Center video board in lobby throughout the 2018-19 year (20,000 visitors)	★	★	★	★	★	★	



Sponsorship Pledge Form

Our company/organization, _____, is committed to the following sponsorship level and agrees to the details outlined in the Sponsorship Package.

Sponsorship Level:

- | | |
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| <input type="checkbox"/> Presenting Sponsor \$10,000 | <input type="checkbox"/> Silver Sponsor \$1,500 |
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Sponsor Information:

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(Name as it should appear in print)

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Please circle event you wish to sponsor: Greensboro | Raleigh | Both*
*Sponsorships at \$2500 and above will receive full benefits at both conference locations.
For sponsorships below \$2500, please choose desired location.

Payments, logos and program advertisements are due July 10, 2018.

- I would like to pay through Eventbrite: <http://poe-meeting-2018.eventbrite.com>
- I would like to pay online: www.poehealth.org/donate
- My check is attached
- Please send invoice

We commit to sending payment to the Poe Center by _____

I, the undersigned, am an authorized representative of the above-named company and give the Alice Aycock Poe Center for Health Education permission to use the company name in print and promotional materials as appropriate, based on the amount of the donation and agreement of benefits.

Signature: _____ Date: _____

Print Name: _____

Please mail, fax or email this form to: Alice Aycock Poe Center for Health Education, Attn: Ann Rollins

224 Sunnybrook Road, Raleigh, NC 27610; fax: 919.231.4315; email: a.rollins@poehealth.org. For additional information, call 919.231.4006 x 302. Qualified donations are tax deductible. Tax ID#: 56-1500678