



Children's
Mental
Health
Matters.org
A MARYLAND PUBLIC
AWARENESS CAMPAIGN

2025 SPONSORSHIP OPPORTUNITIES

Why Sponsor the Children's Mental Health Matters Campaign?

For over 25 years, the Children's Mental Health Matters Campaign in Maryland has been dedicated to raising awareness, reducing stigma, and connecting families with vital resources. By sponsoring the 2025 Campaign, you will:

- > Help distribute essential resources and information to schools and communities.
- > Expand the campaign's reach with increased engagement activities throughout the year.
- > Play a crucial role in reaching additional underserved populations and communities.
- > Join a growing community of advocates.
- > Be recognized as a leader in promoting healthy families and communities.

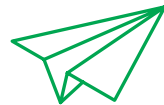
Your support sends a powerful message that your business or organization recognizes that mental health is more than the absence of a disorder. Mental health influences children's thoughts, emotions, and actions, impacting their developmental milestones, social skills, and ability to cope with challenges. Supporting mentally healthy childhoods contributes to positive quality of life, fostering thriving families and communities. This sponsorship is not only an endorsement of these values and of building strong communities but is also an opportunity to increase awareness, share your commitment with a broader network, and enhance your brand presence across every county in Maryland.

2024 Campaign Reach



23.9K

Social Media
Followers



9.6K

Email
Subscribers



45K

Website
Pageviews*



+700

Champions



+400K

Children and
Families

*Website data unavailable for July 1-August 6.



Sponsorship Levels

Becoming a 2025 Children’s Mental Health Matters (CMHM) Campaign Sponsor is a unique opportunity to help you to reach your target audience and build your brand. Find a sponsorship level that best suits your business or organization. [You can sign up to become a sponsor here.](#)

SPONSORSHIP BENEFITS	SUPER HERO \$25,000	HERO \$10,000	SUPER STAR \$5,000	STAR \$2,500	FRIEND \$1,250
CMHM 2025 Sponsor Logo for your website or social media	✓	✓	✓	✓	✓
Receive Campaign Promotional Kit	✓	✓	✓	✓	✓
Acknowledged as sponsor in 2025 CMHM Campaign website	✓	✓	✓	✓	✓
Acknowledged as sponsor in 2025 CMHM Impact Report	✓	✓	✓	✓	✓
Acknowledged with your logo on CMHM Campaign website	✓	✓	✓	✓	
Acknowledged individually in “thank you to our sponsors” social media post once monthly through May (Mental Health Awareness Month)	✓	✓	✓	✓	
Receive a framed copy of the winner poster from the CMHM poster artwork competition	✓	✓	✓		
Acknowledged individually in “thank you to our sponsors” social media post once weekly during May (Mental Health Awareness Month)	✓	✓	✓		
Acknowledged individually in “thank you to our sponsors” social media post once weekly through April and May (Mental Health Awareness Month)	✓	✓			
Your logo included prominently on all weekly email communications during April & May (Mental Health Awareness Month)	✓				
Acknowledgment and logo highlighted in 2025 CMHM Impact Report	✓				
Story of your sponsorship published on MHAMD blog and included in newsletter	✓				



The Children's Mental Health Matters Campaign has brought together partners, schools, non-profits, and other agencies with the following goals:

Increase public acceptance of children's mental health as important component of child wellbeing

Open up conversations about mental health and substance use and reduce stigma

Strengthen access for children and their families to the resources necessary to prevent and support mental health challenges

Highlight and celebrate innovative efforts of Champions for children's mental health

Provide opportunity for Campaign Partners and Champions to amplify their voices

The Children's Mental Health Matters Campaign is an initiative of the Mental Health Association of Maryland. We are grateful to our many partners:

