



HILL DAY *at Home* • JUNE 8, 2022



What is Hill Day at Home?

Hill Day at Home is an opportunity to learn about key mental health and substance use policy updates and urge lawmakers to support mental health and substance use treatment initiatives – from your computer, without ever leaving the comfort of your home or office!

Hill Day at Home by the Numbers (2021):

- 1,000+ virtual attendees
- 400+ Congressional members reached
- 50 states represented
- 5,273 advocacy actions taken

Why Does Hill Day at Home Matter?

Time after time, mental health and substance use advocates have demonstrated the power of their unified voices. The National Council's powerful advocacy program reaches all of Congress, using the collective influence of thousands of people to persuade elected officials to support important legislation that expands access to mental health and substance use services.

Why Should I Be a Hill Day at Home Sponsor?

Hill Day at Home sponsors have the chance to build relationships with attendees, many of whom are organizational decision-makers, like board members or C-suite executives. This is a perfect opportunity to maximize your visibility, build brand awareness and gain an edge over the competition.

SPONSORSHIP OPPORTUNITIES

DIGITAL ADVERTISING

Confirmation Registration Email Banner Ad – \$7,500 – *Exclusive*

- All registered attendees will see your digital ad or logo before the meeting! Hill Day at Home registrants receive an email confirmation that will showcase your company ad or logo at the bottom of the communication. The confirmation email will include one custom banner graphic with a hyperlink to a website of your choice. Analytics are provided post-event.
- Specifications: 1024px wide x 250px tall, PNG/JPG (example below)





Know Before You Go Email Banner Ad – \$5,000 – Exclusive ***NEW***

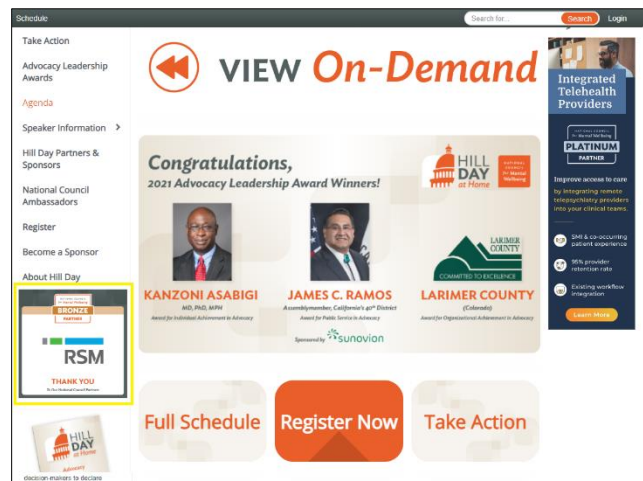
- All registered attendees can see your digital ad or logo. Each attendee will receive an email detailing how to navigate the virtual platform prior to Hill Day at Home. Your company advertisement will appear at the bottom of the email in the form of a banner graphic.
- Specifications: 1024px wide x 250px tall, PNG/JPG (example below)



ONLINE PLATFORM ADVERTISING

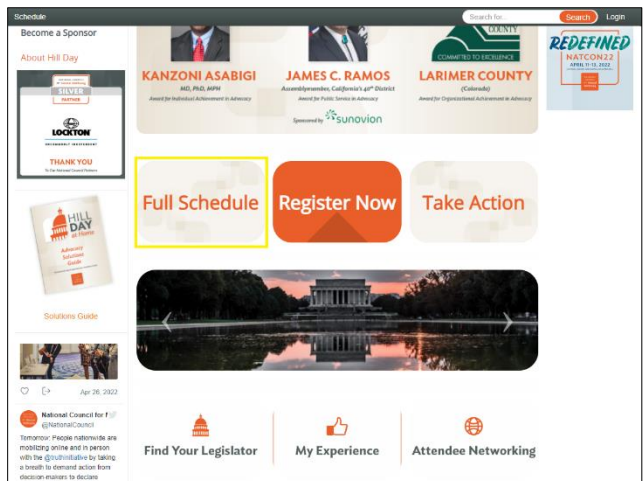
Navigation Ad – \$7,500 – Exclusive ***NEW***

- Place a custom ad on the navigation bar of our Hill Day at Home virtual platform. This ad will follow attendees as they navigate around the site. Your branded ad can link to a webpage of your choice and will be continually seen by everyone.
- Specifications: 400px wide x 400px tall, PNG/JPG/GIF



Tile Ad – \$7,500 – Two available ***NEW***

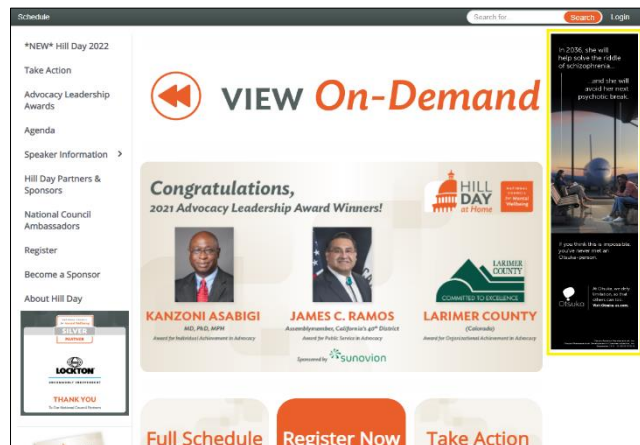
- Place a custom ad on the homepage of the Hill Day at Home platform. This branded tile ad appears among the tiles that direct attendees to sessions. It will be seen by every attendee on the homepage of the virtual platform and can link to a webpage of your choice.
- Specifications: 300px wide x 200px tall, PNG/JPG





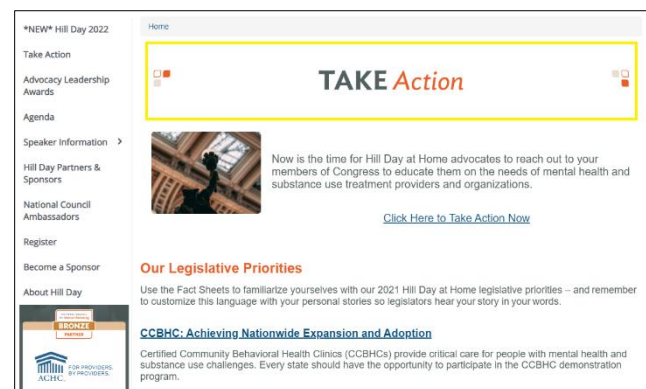
Rotating Banner Ads – \$3,500 – Three available

- Place a custom ad on the right-hand column of the Hill Day at Home platform. This branded ad will rotate on the platform and be seen by all attendees. It can link to a webpage of your choice, and GIFs are supported.
- Ad will only be visible on the homepage.
- Specifications: 320px wide x 1200px tall, PNG/JPG/GIF



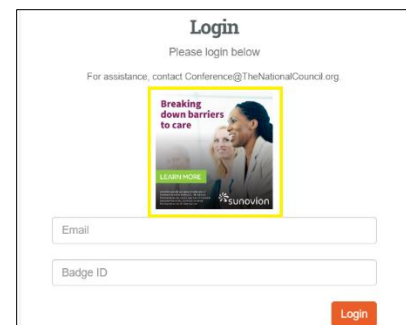
Sub-page Header Banner – \$3,500 – Three available

- Place a custom ad on one of several subpages of the Hill Day at Home platform. This ad will be seen by all attendees as they visit that specific page. Your branded ad can link to a webpage of your choice.
- Specifications: 320px wide x 1,200px tall, PNG/JPG



Virtual Platform Login Banner – \$2,500 – Exclusive

- Place your logo front and center on the Hill Day at Home platform, so registrants can see it when they log in. Your ad can link to a webpage of your choice.
- Specifications: 500px wide x 500px tall, PNG/JPG



Live Stream Break Slide Ad – \$1,500 – One per break

- Increase your visibility online with this limited sponsorship. Your digital ad will be promoted during the session breaks that run concurrent with the refreshment breaks. Each ad will be promoted for five seconds in rotation with other Hill Day at Home ads.
- Specifications: PowerPoint slide format (Standard 4:3), 10in wide x 7.5in tall



HILL DAY *at Home* • JUNE 8, 2022



Social Media Posts – \$1,000 – *One per company*

- A special “thank you” and recognition of your sponsorship on National Council’s social media channels (including your social media handle, if available) after the event.
- This is your chance to get in front of our national audiences:
 - **Facebook:** 36,000+ followers
 - **Instagram:** 5,500+ followers
 - **Twitter:** 44,600+ followers

For more information on Hill Day at Home, visit www.HillDayatHome22.org. To learn more about our sponsorship opportunities, or how you can become a Hill Day at Home sponsor, contact AlainaH@TheNationalCouncil.org or +1.202.774.1656.