SHREDDING STIGMA

ELITE ATHLETES AND MENTAL HEALTH

Helen and Arthur E. Johnson Depression Center

Annual Luncheon featuring

JEREMY BLOOM

Friday, November 1, 2019 • 12:00 P.M.
Seawell Ballroom
Denver Center for the Performing Arts

Sponsor the luncheon at the Bronze Medal level
or higher to receive a special invitation to our
Benefactor Appreciation Party
at the home of Angie and Jeremy Flug
on Wednesday, October 30, 2019

Helen and Arthur E. Johnson
Depression Center

UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

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Helen and Arthur E. Johnson Depression Center

UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

Dear CU Johnson Depression Center Supporter,

Eleven years ago, the CU Johnson Depression Center opened its doors with the mission to improve the lives of people with depression and mood disorders through clinical excellence, innovative research, community programs and education.

Since 2007, we have conducted more than 50,000 patient sessions, trained thousands in suicide prevention, stretched our integrated care practices throughout the state and have robust telehealth services stretching as far as Alaska, as well as expanded our care to veterans and military families.

Our success would not be possible without our partnership with you—our community! We enjoy connecting at least once a year to share updates on our progress and destigmatize mental illness through thought-provoking conversations at our annual luncheon. Our goal is to use this event to not only raise funds to support our mission, but also provide a forum to address contemporary issues.

While more than 3.6 billion people tune in to the Olympic Games from around the world, what most of these viewers do not know is that, like one in five Americans, many Olympic athletes suffer from mental health issues.

This year, three-time World Champion, Olympic skier, former NFL football player, entrepreneur and CU alum Jeremy Bloom will be our keynote speaker. As one of the executive producers of *The Weight of Gold*, a new film that takes an in-depth look at Olympians and mental health, Bloom will address how no one is immune to depression—and even Olympic heroes suffer. By sharing his incredible journey of the highest highs and the lowest lows, Bloom hopes to help shred the stigma of depression.

We invite you to join our efforts to transform the future of mental wellness by reserving your sponsorship today. Become a Bronze Medal ($5,000) sponsor or higher and join us at the Benefactor Appreciation Party with our speakers at the home of Angie and Jeremy Flug on October 30, 2019.

For questions or to reserve your sponsorship, please contact Melissa Staten, program coordinator, at 303-724-4964 or by email at ***depression.center@ucdenver.edu.*** To register online, please go to ***coloradodepressioncenter.org.***

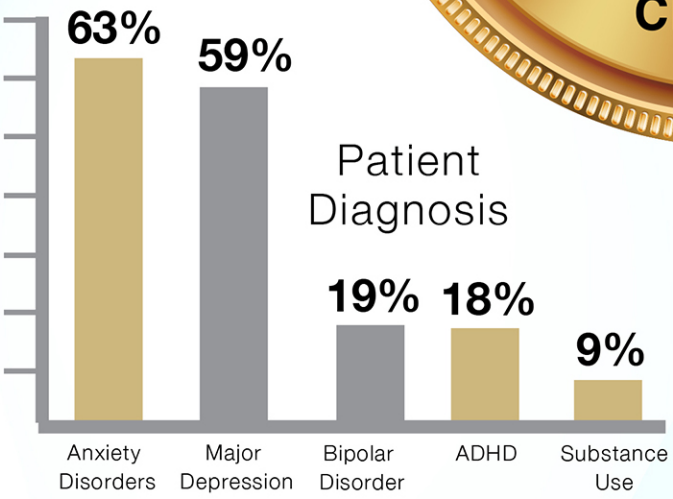
Sincerely,

Heather Mulvihill
Board of Directors Chair

Carol Solich
Education Events Committee Chair

TRANSFORMING LIVES STATISTICS FOR 2018

CU JOHNSON DEPRESSION CENTER



9% **Increase** **patient visits** from FY17

12% **Growth** **patient visits** forecasted for FY19

8,543 Patient Visits

64% Female

41% 21-40 years old

34 patients < 10 years old

12 patients > 81 years old

Hosted **170** Free **Community Trainings**

Trained **3,500** **Community Members**

Hosted **10** Working Minds Train-the-Trainer Sessions

Trained **100** Working Minds Trainers

Helen and Arthur E. Johnson Depression Center

UNIVERSITY OF COLORADO **ANSCHUTZ MEDICAL CAMPUS**

Helen and Arthur E. Johnson Depression Center 9th Annual Luncheon

SHREDDING STIGMA

ELITE ATHLETES AND MENTAL HEALTH

Featuring **Jeremy Bloom**, CU Alum, 3x World Champion,
2x Olympic Skier, Former NFL Football Player and Entrepreneur

SPONSORSHIP OPPORTUNITIES

WORLD CHAMPION SPONSOR

$50,000

SPONSORSHIP INCLUDES:

- Eight invitations to the Benefactor Appreciation Party on October 30, 2019
- Opportunity to meet keynote speaker Jeremy Bloom
- Opportunity to make short remarks* and introduce our speaker at the luncheon with more than 600 guests on November 1, 2019
- Two VIP tables with 10 seats each
- Full-page recognition in luncheon program
- Prominent name listing as World Champion Sponsor on invitation and event program
- Verbal recognition at both events
- Full-page name and logo on looping slide show at event
- Recognition in press releases and promotional pieces as World Champion Sponsor
- Logo recognition on CU Johnson Depression Center's website
- CU Johnson Depression Center customized education program for sponsor's employees
- Name on donor wall located in CU Johnson Depression Center reception area (seen by 3,000 individuals annually)

OLYMPIAN SPONSOR

$25,000

SPONSORSHIP INCLUDES:

- Six invitations to the Benefactor Appreciation Party on October 30, 2019
- Opportunity to meet keynote speaker Jeremy Bloom
- Two VIP tables with 10 seats each
- Prominent name listing as Olympian Sponsor on invitation and event program
- Verbal recognition at event
- Full-page name and logo on looping slide show at event
- Event signage and inclusion in all sponsor listings as Olympian Sponsor in event program
- Mention in press releases and promotional pieces as Olympian Sponsor
- Logo recognition on CU Johnson Depression Center's website
- CU Johnson Depression Center customized education program for sponsor's employees
- Name on donor wall located in CU Johnson Depression Center reception area (seen by 3,000 individuals annually)

YOUR SPONSORSHIP HAS REAL IMPACT!

- **$250 supports one free community training for 30 people.**
- **$2,000 expands our Toolbox Learning Series to a new location.**
- **$15,000 supports current programming for current workplace suicide prevention efforts.**
- **$25,000 expands workplace suicide efforts into one additional industry.**
- **$50,000 provides salary support for one community trainer, and over 100 community trainings.**

GOLD MEDAL SPONSOR

SPONSORSHIP INCLUDES: **$15,000**

- Four invitations to the Benefactor Appreciation Party on October 30, 2019
- Opportunity to meet keynote speaker Jeremy Bloom
- One VIP table with 10 seats
- Full-page name and logo on looping slide show at event
- Verbal recognition at event
- Event signage and inclusion in all sponsor listings as Gold Medal Sponsor in event program
- Logo recognition on CU Johnson Depression Center's website
- CU Johnson Depression Center customized education program for sponsor's employees
- Name on donor wall located in Johnson Depression Center reception area (seen by 3,000 individuals annually)

SILVER MEDAL SPONSOR

SPONSORSHIP INCLUDES: **$10,000**

- Two invitations to the Benefactor Appreciation Party on October 30, 2019
- One VIP table with 10 seats
- Full-page name and logo on looping slide show
- Verbal recognition at event
- Event signage and inclusion in all sponsor listings as Silver Medal Sponsor in event program
- Logo recognition on CU Johnson Depression Center's website
- CU Johnson Depression Center customized education program for sponsor's employees
- Name on donor wall located in CU Johnson Depression Center reception area (seen by 3,000 individuals annually)

BRONZE MEDAL SPONSOR

SPONSORSHIP INCLUDES: **$5,000**

- Two invitations to the Benefactor Appreciation Party on October 30, 2019
- One table with 10 seats
- Event signage and inclusion in all sponsor listings as Bronze Medal Sponsor in event program
- Logo recognition on CU Johnson Depression Center's website

CHAMPION SPONSOR

SPONSORSHIP INCLUDES: **$3,000**

- One table with 10 seats
- Event signage and inclusion in all sponsor listings as Champion Sponsor in event program
- Recognition on CU Johnson Depression Center's website

BUFF SPONSOR

SPONSORSHIP INCLUDES: **$3,000**

- One table with 10 seats ***donated to faculty and other community counselors***
- Event signage and inclusion in all sponsor listings as Buff Sponsor in event program
- Recognition on CU Johnson Depression Center's website

VIP PATRON PACKAGE

SPONSORSHIP INCLUDES: **$3,000 PER COUPLE**

- Access for two to the Benefactor Appreciation Party on October 30, 2019
- VIP seating at the luncheon

For more information or to secure your sponsorship and patron party tickets,
please contact **Melissa Staten** at ***depression.center@ucdenver.edu*** or by calling **303.724.4964.**

For more information visit: ***coloradodepressioncenter.org*** or ***www.cu.edu/jdcluncheon.***

Net proceeds from the Ninth Annual Fundraising Luncheon benefit the
CU Helen and Arthur E. Johnson Depression Center at the University of Colorado Anschutz Medical Campus

Print materials are subject to deadlines. *Remarks are subject to University of Colorado approval.
The fair market value of goods and services received is $33 per person. A portion of your sponsorship may be tax deductible.

We welcome sponsorships from individuals and corporations. In light of recent IRS clarifications of charitable donation rules, the CU Foundation cannot accept sponsorships from donor advised funds or private foundations unless the sponsor waives all benefits from the sponsorship, including attendance at the sponsored event.

TOGETHER
WE CAN
ELIMINATE
STIGMA AND
INCREASE
WELLNESS

JEREMY BLOOM

Jeremy Bloom is the only athlete in history to ski in the Olympics and get drafted into the NFL. He is a three-time World Champion, two-time Olympian, eleven-time World Cup gold medalist and the youngest member ever inducted into the United States Skiing Hall of Fame. He was also an All-American football player at the University of Colorado and played professional football as a wide receiver and return specialist in the National Football League for the Philadelphia Eagles and the Pittsburgh Steelers. While playing with the NFL in Philadelphia for the Eagles, he completed a business entrepreneurship program at Wharton Business School, where he studied real estate and finance.

Today, Bloom is Founder and CEO of the marketing technology company Integrate and founder of Wish of a Lifetime, a nonprofit organization that grants lifelong wishes to senior citizens.

Through Jeremy's vision and leadership, Integrate is transforming global marketing. The company has raised over $40 million of venture capital from Comcast, Foundry Group and Liberty Global. Integrate was named the "Best New Company" at the American Business Awards in New York City. Jeremy was named by Forbes as 30 under 30, tech executives under the age of 30 making waves in the technology space and in 2013 Jeremy was a finalist for the Ernst & Young Entrepreneur of the Year.

Outside of business, Jeremy has continued to maintain his name within the sports world. He does commentary for college football and is an Olympic sports television analyst, and has worked for ESPN, Fox, NBC and the Pac-12 Network.

THE WEIGHT OF GOLD FILM

Jeremy Bloom is one of the executive producers and is featured in upcoming film, ***The Weight of Gold,*** which focuses on elite athletes and mental health.

> “IN TEAMWORK, SILENCE ISN’T GOLDEN, IT’S DEADLY.”
>
> – Mark Sanborn

Over **3.6 BILLION** people globally tune in to the Olympic Games. What most of these viewers do not know is that, like one in five Americans, many of these athletes are suffering from mental health issues.

THE WEIGHT OF GOLD is a new documentary project by Emmy Award-winning writer/director Brett Rapkin that shines light on this crucial issue.

THE WEIGHT OF GOLD features first-person interviews with many of America's most decorated Olympians, including: swimmer Michael Phelps, speed skater Apolo Ohno, snowboarder Shaun White, figure skater Sasha Cohen, ski racer Bode Miller, hurdler/bobsledder Lolo Jones, skeleton racer Katie Uhlaender, and our featured speaker and freestyle skier Jeremy Bloom.

The genesis of the documentary was a difficult one: Brett conducted an emotional interview with U.S. Men’s Olympic Bobsled Captain Steven Holcomb in late April 2017, just twelve days before he died. Rather than abandon the project after Steven’s unexpected death, the filmmaker decided to broaden the subject and honor his legacy by telling not only Steven’s own story but those of some of the staggering number of his Team USA brothers and sisters who have also struggled with mental health. Because our Olympians are held in such high esteem, the honest sharing of their personal stories is certain to have broad appeal and lasting impact in improving the resources available for Olympians while also reducing stigma for the general public.

Helen and Arthur E. Johnson
Depression Center

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