



ERASING THE DISTANCE

DISARMING STIGMA ONE STORY AT A TIME

Together we can make
ROOM FOR LIGHT

AN IMMERSIVE MENTAL HEALTH AWARENESS EVENT

SPONSORSHIP PROPOSAL

MAY 19, 2023

6:30-9:30 PM

BCBS BUILDING - 30TH FLOOR



THE EVENT



Immersive Mental Health Awareness Event

"Room for Light" is an original immersive installation event taking place in May of 2023. Encapsulating the heart of Erasing the Distance, we are transforming real stories into larger-than-life lightbox displays that shed light on the triumphs of mental health journeys. Alongside these displays, we are creating interactive installations that allow participants to step inside the intimate details of our storytellers. Our aim is to depart from the often shadowed aspects of mental health and make room to celebrate the rich and nuanced elements of the healing process.

True to our methodology, we are collecting 10-15 stories in an emotionally safe, one-on-one setting. These interviews are guided by artists with a concentration on imagery, sensory details, and emotional narrative. In addition, each storyteller will experience an intimate portrait session with prominent Chicago photographer, Ian McClaren, known for his love of story and the "mechanics of movement."

Each story will be featured on a large-scale, museum-style display with the portraits printed onto a stretched canvas pulled taught over featherweight metal framed light boxes. These towering depictions will be accompanied by a menagerie of objects from their stories, multiple audio clips, and other personal elements.

Alongside the story displays attendees will engage with educational installations and watch them morph into visual representations of our communal relationship with mental health.

The culmination of these experiences will leave people with new ways to dismantle layers of denial, shame, and stigma, and feel empowered to be proud of and tell their own stories.



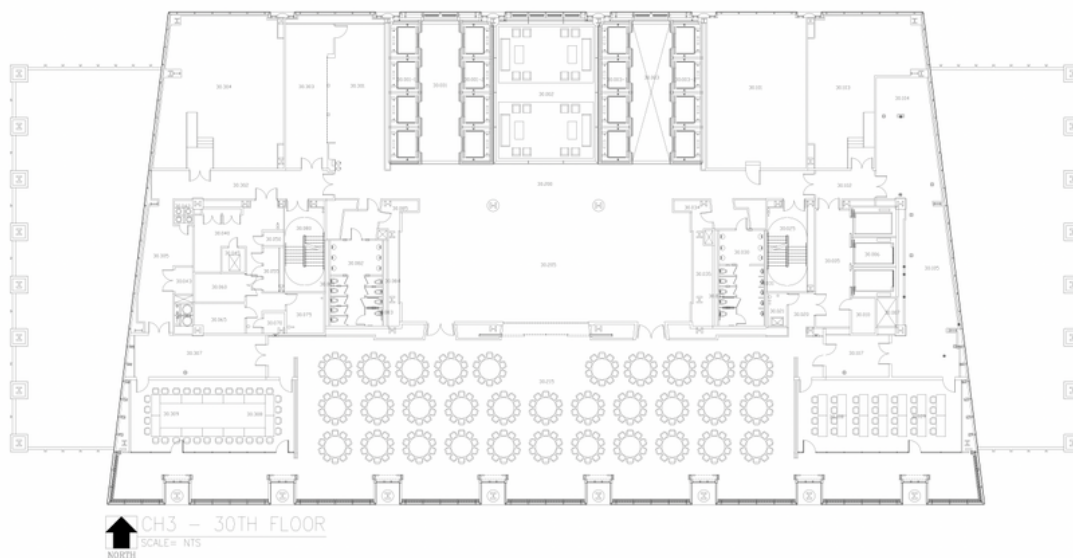
THE VENUE



Blue Cross and Blue Shield of Illinois

300 E Randolph St, Chicago, IL 60601

This fully immersive experience will open to the public on the 30th floor of the Blue Cross and Blue Shield Building on **May 19th, 2023**. Following that event, the installation will be able to travel to various locations as a whole or in parts, depending on the needs and resources available, and will be displayed for public viewing free of charge.



Located on the north end of Millennium Park, the Blue Cross Blue Shield Tower is a 57-story skyscraper that overlooks downtown Chicago and offers a breathtaking view for insiders. On the 30th floor of the tower, attendees will be invited to enjoy craft cocktails and curated appetizers at their leisure, as they explore the immersive components of the event.

THE STORIES



10-15 People will be featured in the May 2023 event.

Stories will be collected in an intimate one-on-one setting guided by an artist, who will encourage a concentration on imagery, sensory details, and emotional narrative. The storyteller will also be a part of a portrait session with an established Chicago photographer. Audio and video recording will be a part of the collection process, to be included in the development of the individual story installation. Below are some inspiration images in the celebratory style we hope to honor the storytellers:



After story collection, components of the words shared along with an audio clip will be featured on a large-scale display. A portrait of the storyteller will be printed on stretched fabric that is pulled over lightweight metal frames.

Attendees will be able to listen to snippets of the stories as they take in images and get to know each person.



SPONSOR A STORY - \$5,000

Sponsorship includes:

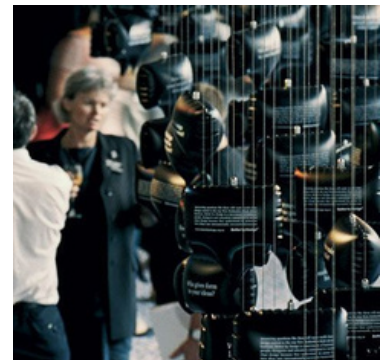
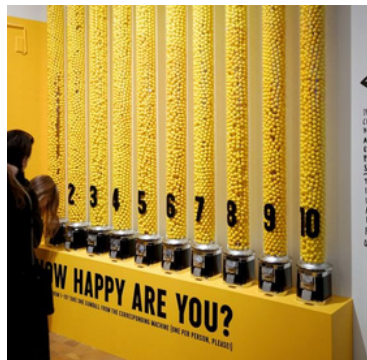
- Signage featured alongside the display that will also travel with the story following the event to a wide variety of Chicago communities.
- Company logo used in all social media and advertising, as well as on the Erasing the Distance website for the life of the project.
- Acknowledgement and thanks during the May 2023 launch event.



THE INTERACTIVE COMPONENTS



As guests move through the space in between each featured story display, they will find interactive installations aimed at visualizing our collective relationship to mental health. Installations will explore our notions of stigma, healing and empathy. These shared reflections will ultimately create a sense of community and facilitate a new perspective of understanding our personal journeys.



By offering a public visual representation of a larger conversation we make room for statistics that often get lost on a page, to shed light on our personal stories. We hope to unlock a door blocked by stigma and create pathways for new perspectives and understanding from the people who find themselves exploring the space.

SPONSOR AN INTERACTIVE COMPONENT - \$2,500

Sponsorship includes:

- Company name to be used exclusively for one experiential booth.
- Logo featured on all digital sponsor displays.
- Inclusion in all social media and advertising, as well as on the ETD website.
- Verbal Spotlight recognition including sponsorship announcement

ROOM FOR LIGHT

\$25,000



PRESENTING SPONSOR

With the highest level of sponsorship, the Presenting Sponsor is the leading presence of the event. Your contribution will ensure that Room for Light is free and accessible to as many Chicagoans as possible, not only during the May event but in the months to follow as the installations travel all over the city to various community gathering spots.

Presenting Sponsorship includes:

- Company logo included in all event advertising, social media, as well as on ETD's website.
- Company logo to be used exclusively on all event signage and programming; Presenting Sponsor contributions will continue to be recognized in all future installations.
- Branded photo opportunity at the event for all attendees.
- Acknowledgment and verbal spotlight recognition at the event.
- A booth in the lobby promoting your company.
- Recognition and ad space for your company on ETD Podcast: One Story at a Time.
- A Story Telling Event hosted by ETD for your workplace/community.

ROOM FOR LIGHT



\$10,000



PREMIER SPONSOR

Premier Sponsorship includes:

- Brand exposure and featuring on a digital sponsor display.
- Acknowledgment and verbal spotlight recognition at the event.
- Inclusion in all social media and advertising, as well as on the ETD website.
- Exclusive sponsorship of one story display

\$5,000

STORY SPONSOR

Story Sponsorship includes:

- Signage featured alongside the display that will also travel with the story following the event to a wide variety of Chicago communities.
- Company logo used in all social media and advertising, as well as on the Erasing the Distance website for the life of the project.
- Acknowledgement and thanks during the May 2023 launch event.

\$2,500

DISPLAY SPONSOR

Interactive Display Sponsorship includes:

- Company name to be used exclusively for one experiential booth.
- Logo featured on all digital sponsor displays.
- Inclusion in all social media and advertising, as well as on the ETD website.
- Verbal Spotlight recognition including sponsorship announcement

ADDITIONAL SPONSORSHIP OPPORTUNITIES

PARTNER - \$1,000

Partner Level Sponsorship includes everything below and...

- Large logo featured on event signage with photo opportunity and verbal recognition.
- Sponsor provided collateral included in gift bags at the event.

LEADER - \$750

Leader Level Sponsorship includes everything below and...

- Medium logo featured on event signage with photo opportunity and verbal recognition.
- Complimentary Room For Light promotional poster signed by featured artists of the event.

SUSTAINER- \$500

Sustainer Level Sponsorship includes everything below and...

- Recognition in Erasing The Distance email newsletter.
- Small logo featured on event signage.

SUPPORTER - \$250

Supporter Level Sponsorship includes:

- Inclusion in all social media and advertising for the event.
- Recognition on ETD's website.
- Company logo included in digital Room For Light programming.

