



CORPORATE PARTNERS PROGRAM

Advancing Mental Healthcare
Through Strategic Partnerships



INTRODUCTION

For more than 170 years, Sheppard Pratt has worked to improve the quality of life of individuals and families by compassionately serving their mental health, addiction, special education, and community support needs.

As a trusted national leader and local community pillar, we deliver evidence-based solutions at scale—improving lives, strengthening communities, and driving meaningful social impact. With your partnership, we can expand our reach and accelerate results.

The Sheppard Pratt Corporate Partners Program is an innovative offering that positions your company as a catalyst for change at a critical time. You will receive a suite of benefit options to help market and grow your audience while funding critical mental health programs. Together we will advance mental health care, and support vulnerable populations.

About Sheppard Pratt

Founded in 1853, Sheppard Pratt has continually innovated to meet the mental health needs of the time and our communities. We are proud to be the place people turn to for hope, answers, and recovery. Sheppard Pratt is the nation's best example of an integrated system of mental health care that provides high-quality services at scale.

Sheppard Pratt delivers a full continuum of care for all ages, from prevention and early intervention to acute treatment and lifelong support, within a system designed to adapt as needs evolve.

Through our Sheppard Pratt Solutions division, we partner with health systems across the country designing, implementing, and scaling sustainable, high-quality mental health models.

We are shaping the future of mental healthcare—making it more integrated, equitable, durable, and ensuring more people can access effective care when and where they need it.



Sheppard Pratt is the **NATION'S LARGEST NONPROFIT PROVIDER OF MENTAL HEALTH SERVICES** with 160+ programs and over 400 sites of care across Maryland and beyond.



WE SERVE 80,000+ PEOPLE EACH YEAR including patients from 43 states and 7 countries.



MARYLAND'S LARGEST PROVIDER OF NONPUBLIC SPECIAL EDUCATION, we're helping students learn and thrive in safe, supportive environments.



CONSISTENTLY RANKED AMONG THE NATION'S TOP PSYCHIATRIC HOSPITALS, we're leading the way in compassionate, evidence-based care.

WHY PARTNER WITH US?

With your support, Sheppard Pratt can meet the growing mental health needs of our communities.

Support from individuals, foundations, and corporations fuels our ability to innovate, expand access to care, and remain agile in a rapidly changing world.

By joining our Corporate Partners Program your company directly powers patient care, community programs, and education—while aligning your brand with Maryland’s leader in mental health.

Together, we can create healthier communities, stronger workplaces, and lasting social impact.

Partner with Sheppard Pratt — Strengthen Communities



BUILD A HEALTHIER MARYLAND.

Help expand access to mental healthcare, recovery services, and education across our state—creating stronger, more resilient neighborhoods from Baltimore City to Frederick and Western Maryland, to Gaithersburg and Prince George’s County and beyond.

STAND AS A COMMUNITY PILLAR.

Together, we can remove barriers to care and ensure that every Marylander—regardless of age, background, income, or zip code—has the support they need to thrive.

SUPPORT YOUR PEOPLE AND UPLIFT YOUR BRAND.

Joining the Corporate Partners Program signals a deep and authentic commitment to community well-being, equity, and the health of your workforce.

INVEST IN LASTING LOCAL IMPACT.

Your partnership directly supports life-changing services in the communities where your employees live and work—from crisis care and youth programs, to inpatient and residential programs, to school partnerships and community-based clinics.

EVENTS

Joining the Corporate Partners Program includes sponsorship of two marquee events hosted by Sheppard Pratt. Sponsorship benefits include tickets to the events, opportunities for pre- and post-event marketing to our large and engaged network, and more.



The Imagine Gala: An Evening of Inspiration and Impact

The Imagine Gala is Sheppard Pratt's premier event that unites philanthropists, business leaders, and advocates for mental health. This elegant evening celebrates compassion, leadership, and the transformative power of care.

FAST FACTS

- A sold-out event welcoming hundreds of distinguished guests.
- Cocktails, dinner, and moving patient stories that illuminate Sheppard Pratt's life-changing mission.
- Sponsorship opportunities include premium recognition, marketing visibility, event tickets, and pre- and post-event publicity.
- Individual tickets start at \$750.



Sheppard Pratt's Turkey Trot: Run for a Cause, Lead with Purpose

We proudly host the largest Turkey Trot in Maryland—a beloved 5K Run and 1K Fun Run/Walk that brings together more than 5,000 participants for a morning of fitness, family, and community spirit.

This cherished holiday tradition raises vital support for mental health awareness and Sheppard Pratt's mission to deliver life-changing care across Maryland and beyond.

FAST FACTS

- High-visibility sponsorship opportunities with logo placement, promotional activations, and media exposure.
- Engage with a loyal and growing audience of 5,000+ runners, families, and community supporters.
- Showcase your brand's commitment to community well-being while supporting accessible, compassionate mental healthcare for all.
- Complimentary race entries for your team—run, walk, and make an impact together.

BENEFITS

Joining the Corporate Partners Program provides access to additional benefits including:

ADVANCING MENTAL HEALTHCARE THROUGH CONTINUING EDUCATION

By underwriting critical continuing education programs, your company supports Sheppard Pratt's mission to equip mental healthcare professionals with the latest knowledge and skills in psychiatry. This is a critical time when the number of mental health clinicians is rapidly declining and access to the latest advances in training and research can be challenging. Your support ensures equity in knowledge and spreads best practices around the globe to an audience of 30,000+ clinicians.



BRINGING EXPERT MENTAL HEALTH TRAINING DIRECTLY TO YOUR TEAM

Our customizable training equips employees with practical tools to manage stress, build resilience, and support colleagues—while aligning with your company's goals for a healthier, more productive workforce.

Partner with us to design a seminar tailored to your team, demonstrating your commitment to employee well-being and fostering a culture of care and engagement.

EMPLOYEE ENGAGEMENT

Sheppard Pratt has many opportunities to bring your team together for a day of volunteering: from community clean-up, to improving patient locations and care, to supporting runners at Turkey Trot, we can design an event that meets your needs.

PACKAGES

Become a partner by joining us at one of these levels today!

| Benefit | Tier 1 \$100K | Tier 2 \$75K | Tier 3 \$50K | Tier 4 \$25K | Tier 5 \$15K |
|--|--|---|---|--|---|
| Imagine Sponsorship | Visionary Level (\$25,000 value) | Ambassador Level (\$15,000 value) | Ambassador Level (\$15,000 value) | Innovator Level (\$10,000 value) | Champions Level (\$5,000 value) |
| Turkey Trot Sponsorship | Race Day Level (\$15,000 value) | Fun Run Level (\$10,000 value) | Fun Run Level (\$10,000 value) | Packet Pick-Up Level (\$8,000 value) | Platinum Level (\$6,000 value) |
| Mental health employee workshop (topic to be mutually identified, hosted on-site or virtually) | 2 workshops | 1 workshop | 1 workshop | | |
| Sponsorship of LinkedIn Learning or other continuing education courses: name and logo featured during course and in course promotion (Sheppard Pratt serves 30,000 global healthcare professionals annually through our Center for Professional Education. Courses have an average attendance of over 700 individuals.) | 3 courses | 2 courses | 2 courses | 1 course | 1 course |
| Sponsorship of Sheppard Pratt's Grand Rounds Lecture Series (Grand Rounds is a yearlong lecture series focused on a variety of topics related to mental health hosted through our Center for Professional Education which serves 30,000 global professionals each year) | Full series | 6 lectures | 2 lectures | | |
| Opportunity to engage with Sheppard Pratt leadership and 5,000 employees across the state (specific details to be discussed together) | ✓ | ✓ | | | |
| Opportunity to cheer on our partners, the Baltimore Ravens, in a suite during a home game (including parking passes and on-field experience for 4) | ✓ | ✓ | | | |
| Sponsorship of Sheppard Pratt programming for the recognition time of your choice (Mental Health Month, Nurses Week, etc); name and logo featured on Sheppard Pratt's programming | Month | Month | Day | Day | |
| Sheppard Pratt's Impact Magazine (our quarterly philanthropy magazine that reaches over 10,000 households) | Feature | Highlight | Highlight | Listing | Listing |
| Opportunity for Employee Service: volunteer activities at hospitals, schools, or community locations | ✓ | ✓ | ✓ | ✓ | ✓ |
| Name and logo featured on Sheppard Pratt's "partners" webpage and used in internal marketing to our 5,000 employees | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invitation to exclusive partners event and other Sheppard Pratt events | ✓ | ✓ | ✓ | ✓ | ✓ |
| Support Sheppard Pratt in our efforts as a community anchor that meets the unmet mental health needs for individuals across Maryland | ✓ | ✓ | ✓ | ✓ | ✓ |

For more information, please contact Jessica Schmidt-Bonifant, director of corporate giving, at jessica.schmidt-bonifant@sheppardpratt.org or **443-800-3776**.



GET IN TOUCH

CONTACT

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443-800-3776

Interested in something else? Our team would be happy to discuss options for customizing a package that meets your company's needs. Interested in simply supporting the Imagine Gala or Turkey Trot? Please reach out for package options for those events.

