



150 Magnolia Avenue  
Daytona Beach, FL 32114  
386.254.1136  
[www.SMAFoundation.com](http://www.SMAFoundation.com) | [www.WhoisJay.org](http://www.WhoisJay.org)



The SMA Healthcare Foundation (SMAF) is excited about hosting its **Annual Who is Jay? Mental Health Symposium, entitled Light Up 2021: Guiding the Way to Better Mental Health**, on Wednesday, May 19th from 8 a.m. to 4 p.m. at the Ocean Center, located in Daytona Beach, Florida.

The event is part of SMAF's mental health awareness efforts during National Mental Health Month, and includes a full day of educational presentations and inspirational speakers. In its first year, the event was attended by approximately 60 behavioral health professionals and community members, and has grown each year with nearly 260 in attendance at the 2019 symposium. Due to COVID-19, we were unable to have a live event but provided a free webinar series for the community, where over 200 individuals participated.

Speakers and presenters since the event's inception have included Dr. Kevin P. Hill, Yashi Brown, Joshua Rivedal, Mark Fontaine, Mike Veny, Amanda Messer, Dr. Sam Tsemberis, Judge Steven Leifman, Dr. Ben Lewis, Dean Katherine B. Moorehead and Dr. Nekeshia Hammond.

For 2021, we are excited to feature Kevin Hines and Pete Earley. Kevin Hines, is an suicide survivor and international suicide prevention speaker, who gained nationwide fame in the United States for surviving an attempt at taking his own life by jumping from the Golden Gate Bridge. Pete Earley is the bestselling author of 21 books, including 4 New York Times best sellers, and [Crazy: A Father's Search Through America's Mental Health Madness](#).

Funding for this amazing event is provided through the Jay's Hope Fund and sponsorships from companies, businesses and organizations in our community.



### **Out of Tragedy Comes Hope The History Behind the Jay's Hope Fund & Who is Jay? Campaign**



The Jay's Hope Fund was established by Hank & Susan Ashby through SMAF after losing their 25-year old son, Jay, to suicide. Jay was diagnosed with a schizoaffective disorder, and was on a waiting list for the FACT team, a specialized program designed to help the persistently and severely mentally ill, when he gave up on life.

The goals of the Jay's Hope Fund and the Ashby Family are to raise funds and help fund education and awareness of mental health issues. The Who is Jay? awareness campaign was born out of those goals. For more information, visit [www.whoisjay.org](http://www.whoisjay.org).



### **Providing Hope in Our Community SMA Healthcare & SMA Healthcare Foundation**

SMA Healthcare has been providing services in the Volusia, Flagler, St. Johns and Putnam County area for over 50 years. Services are provided to nearly 50,000 individuals annually.

The SMA Healthcare Foundation is a sole-purpose foundation, whose mission is to foster relationships to increase community awareness and support for services provided by SMA Healthcare.

**For more information about the event, please contact Cyndi Hines, PR & Events Specialist  
386.254.1136 | [chines@smahealthcare.org](mailto:chines@smahealthcare.org)**





Highlights of 2019  
Who is Jay? Mental Health Symposium  
*Transforming Lives Through Hope & Healing*



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# Annual Who is Jay? Mental Health Symposium

Wednesday, May 19, 2021  
8:00 a.m. - 4:00 p.m.  
Ocean Center, Daytona Beach



## Sponsorship Opportunities

**CHAMPION**  
**\$5,000**

**ADVOCATE**  
**\$2,500**

**COUNSELOR**  
**\$1,000**

**PROPONENT**  
**\$500**

Large Logo on  
Event Marketing  
Materials

Full Page Ad in  
Event Program

Vendor  
Table/Display

10 Attendees

\*\*\*\*\*

Ability to Customize  
Sponsorship  
Package including:

Sponsor Highlight  
and Intro of Keynote  
Speaker

Promo Items in  
Registration Packet  
or on Tables

Medium Logo on  
Event Marketing  
Materials

Half Page Ad in  
Event Program

Sponsor Highlight  
and Intro of a  
Break-Out  
Presenter

Vendor  
Table/Display

Promo Items in  
Registration Packet

6 Attendees

Small Logo on Event  
Marketing Materials

Quarter Page Ad in  
Event Program

Sponsor Intro of a  
Break-Out  
Presenter

Vendor  
Table/Display

4 Attendees

Name Listed in  
Marketing Materials

Logo in Event  
Program

Shared Vendor  
Space

2 Attendees

All sponsors will be acknowledged on the SMA Healthcare Foundation and Who is Jay? websites and on SMA Healthcare Foundation Social Media.

### Vendor Space\* (Mental Health Resources & Community Service Providers)

\$100—Includes 2 Event Registrations

(Tables provided—to be manned by vendor during Check-In 8-8:45am & during scheduled breaks)

*\*NOTE: Vendor Space availability will be determined closer to the event and will be based on ability to meet social distancing guidelines.*

Contact Cyndi Hines to reserve yours today! [chines@smahealthcare.org](mailto:chines@smahealthcare.org)

SMA Healthcare Foundation Federal ID: #59-3496645

A copy of the official registration and financial information may be obtained from the Florida Department of Agriculture and Consumer Services/Division of Consumer Services by calling toll-free 800-435-7352 within the state or via their website at [www.freshfromflorida.com/Divisions-Offices/Consumer-Services](http://www.freshfromflorida.com/Divisions-Offices/Consumer-Services). Registration does not apply endorsement, approval, or recommendation by the state.





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## Official Intent to Sponsor

Donor/Company Name: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_  
(SMAF will use this contact for follow up on details related to benefits as a Sponsor)

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

### PLEASE CHOOSE YOUR SPONSORSHIP LEVEL (circle one)

CHAMPION (\$5,000)

ADVOCATE (\$2,500)

COUNSELOR (\$1,000)

PROPONENT (\$500)

VENDOR (\$100)

### PLEASE INDICATE BILLING (circle one):

Check Enclosed

Bill Us

Bill Credit Card

Checks Payable to : SMA Healthcare Foundation

Name as it appears on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CVV: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Billing Address (if different than mailing address above):  
\_\_\_\_\_

### INSTRUCTIONS:

- Submit completed form to Cyndi Hines at [chines@SMAHealthcare.org](mailto:chines@SMAHealthcare.org) or SMAF, 150 Magnolia Avenue, Daytona Beach, FL 32114
- E-mail your logo in a high resolution format to [chines@SMAHealthcare.org](mailto:chines@SMAHealthcare.org).
- Please "like" SMAF on Facebook at <https://www.facebook.com/StewartMarchmanActFoundation/>