

**11th Annual Who is Jay?
Mental Health Symposium**

IN FOCUS



**Reframing the Conversation,
Improving Care**

Wednesday, May 13, 2026
8:30 a.m. to 4:00 p.m.
Ocean Center | Daytona Beach

Who is Jay?
WhoisJay.org



SMA **HEALTHCARE
FOUNDATION**





The **In-Focus: Reframing the Conversation, Improving Care** symposium is the next chapter of the **Who is Jay? Mental Health Symposium**, presented by the SMA Healthcare Foundation and the Jay's Hope Fund.

For more than a decade, this event has brought together behavioral health professionals, community members and leaders, educators, and advocates to advance mental health education, promote suicide prevention, and strengthen systems of care.

The Who is Jay? mental health awareness campaign began as a deeply personal story and has grown into a respected regional forum for learning, dialogue, and community impact. Over the years, the event has welcomed nationally recognized voices such as Kevin Hines, Johnny Crowder, Dr. Sam Tsemberis, Pete Earley, Mark Henick, and Gaelin Elmore, offering attendees evidence-based insight and lived-experience perspectives that inform practice and inspire action.

We are honored to continue this tradition with **Dr. Xavier Amador**, as this year's keynote presenter. An internationally recognized clinical psychologist and author, Dr. Amador is best known for his work on insight, engagement, and the LEAP® approach—expertise that aligns powerfully with this year's focus on reframing conversations to improve care.

This year's Symposium is intentionally designed to foster clarity, connection, and collaboration, featuring high-quality educational programming and curated spaces like the *Care Partners Connection Studio*, where information and resources can be shared, and meaningful partnerships can take shape.

We invite you to partner with us in supporting education, prevention, and community wellbeing. Sponsorship offers meaningful visibility while directly contributing to an event dedicated to saving lives, reducing stigma, and improving mental health care across our community.

We look forward to the opportunity to work together.

Respectfully,

Jennifer Secor, CFRE
Executive Director
(386) 254-1139
jsecor@smahealthcare.org

Maureen France
Chair, Jay's Hope Committee

150 Magnolia Avenue | Daytona Beach, FL | 32114
www.SMAFoundation.com | www.WhoisJay.org

11th Annual Who is Jay? Mental Health Symposium



IN-FOCUS: Reframing the Conversation, Improving Care

Bringing together behavioral health professionals, community members and leaders; educators, and advocates to advance clarity, compassion, and evidence-based mental health care.



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SMA HEALTHCARE
FOUNDATION

SPONSORSHIP OPPORTUNITIES

11th Annual Who is Jay? Mental Health Symposium

IN THE SPOTLIGHT

\$5,000

- Logo on Event Marketing Materials & Signage
- Full Page Ad in Event Program
- Event Display and/or Vendor Table (*Care Partners Connection Studio*)
- 10 Attendees

Ability to Customize Package Including:

- Sponsor Highlight and Introduction of Keynote Speaker
- Promo Item in Registration Packet or on Tables

BRIGHT IDEAS

\$2,500

- Logo on Event Digital Marketing Materials & Signage
- Half Page Ad in Event Program
- Brief Sponsor Highlight and Introduction of Breakout Presenter
- Vendor Table (*Care Partners Connection Studio*)
- 6 Attendees
- Promo Item in Registration Packet or on Tables

CLEAR VIEW

\$1,000

- Logo on Event Signage
- Quarter Page Ad in Event Program
- Introduction of Breakout Presenter
- Vendor Table (*Care Partners Connection Studio*)
- 4 Attendees

SNAPSHOT

\$500

- Name Listed on Event Signage
- Logo in Event Program
- Vendor Table (*Care Partners Connection Studio*)
- 2 Attendees

VENDOR TABLE IN THE CARE PARTNERS CONNECTION STUDIO

\$200

- 8' Table
- 2 Attendees

Note: Check-in for vendors is from 7:30 to 8:15 a.m. Table to be manned during attendee check-in and scheduled breaks

ADDITIONAL INFORMATION

- All sponsors will be acknowledged on the Foundation's social media and during the event program.
- To sponsor or reserve your space in the *Care Partners Connection Studio*, please complete and submit the attached Intent to Sponsor form.

Important: DO NOT attempt to register your attendees until the Foundation provides you with a discount code.

FOR MORE INFORMATION: Contact Cyndi Hines, PR & Events Manager, chines@smahealthcare.org, (386) 254-1136

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. Registration does not apply endorsement, approval, or recommendation by the state.



INTENT TO SPONSOR

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SPONSOR NAME _____

Contact Person Name/Title _____

Note: The Foundation will use this contact for follow up on event details

Mailing Address _____

Phone _____

E-Mail _____

Web _____

Social Media _____

PLEASE CHOOSE ONE OF THE FOLLOWING SPONSORSHIP LEVELS OR FOR A VENDOR TABLE

- In the Spotlight (\$5,000)
- Bright Ideas (\$2,500)
- Clear View (\$1,000)
- Snapshot (\$500)
- Vendor Table (\$200)

PLEASE INDICATE BILLING PREFERENCE

- Check Enclosed
- Invoice Us
- Credit Card

Name as it appears on the card: _____

Card Number: _____

Exp.: _____

CVV: _____

Authorized Signature: _____

Billing Address (If different than mailing address above)

INSTRUCTIONS:

- Submit completed form to Cyndi Hines at chines@smahealthcare.org or mail to SMA Healthcare Foundation, 150 Magnolia Avenue, Daytona Beach, FL 32114
- Email your logo (high res, jpg or png format) to Cyndi Hines at chines@smahealthcare.org
- Watch for a follow up email with instructions for registering attendees (you'll be assigned a discount code to use) and additional event information