

PROJECT BLACKBIRD GALA 2026

AN EVENING TO #SHEDSHAME

MAY 8, 2026 NATIONALS PARK STADIUM,
WASHINGTON, D.C.

Our Mission

Expanding access to mental health support for students, athletes, and communities nationwide. Through programming to #ShedShame, we're raising awareness to end the stigma, funding a year of therapy for attendees, and connecting resources for recovery.

Our Impact

- 40,000+ lives reached through events & campaigns
- 50+ events hosted across youth, athlete, and film communities
- With our 2026 Gala → Double our annual impact
- Growing our Talkspace partnership to provide free therapy for 10,500 students

Our Gala at a Glance

- Date & Location: May 8, 2026 · Nationals Park, Washington DC
- Audience: 300 leaders and public figures in sports, entertainment, policy & advocacy
- Experience: Live performances · Culinary activations · Celebrity honoree

Why Partner?

- Visibility with a national movement, policymakers, and national partners
- Engage socially conscious supporters
- Join as a founding partner of a fast-growing, female-led nonprofit
- Support our nation's youth with Free Therapy



#SHEDSHAME WITH PROJECT BLACKBIRD

THE SECOND ANNUAL PROJECT BLACKBIRD GALA WILL UNITE 300 CHAMPIONS OF MENTAL HEALTH WITH LIVE PERFORMANCES, CULINARY EXPERIENCES, CREATIVE ACTIVATIONS, AND A SOON-TO-BE-ANNOUNCED CELEBRITY HONOREE.

AS A SPONSOR, YOU WILL:

- **Gain visibility & cultural relevance:** Align with a national movement reshaping conversations on mental health.
- **Engage with influence:** Connect with leaders in sports, entertainment, and policy.
- **Reach committed audiences:** Inspire socially conscious supporters and changemakers.
- **Show leadership in action:** Support students, athletes, and communities in need.
- **Amplify impact:** Join the #ShedShame campaign to destigmatize mental health nationwide.
- **Be a founding partner:** Back a fast-growing, female-led nonprofit and shape a signature national event.



OUR IMPACT TO DATE

With support from the Second Annual Gala, we will double our annual impact, expanding free therapy for students, hosting more community activations, and delivering resources that help #ShedShame around mental health.



WE'VE REACHED
OVER 40,000
HEARTS
AND MINDS.

INCLUDING STUDENTS,
ADVOCATES, ALLIES, SURVIVORS



WE'VE HOSTED
OVER 50 EVENTS.

YOUNG ADULT, ATHLETE, ED-
FOCUSED, & FILM



WITH OUR 2026
GALA, WE WILL
DOUBLE OUR
ANNUAL IMPACT.

EXPANDING FREE THERAPY,
ACTIVATIONS & RESOURCES

Talkspace

Together we are making therapy a right, not a privilege. Your support fuels hope and healing.

YEAR-ROUND WORK



YEAR-ROUND WORK



GALA SPONSORSHIP TIERS

PRESENTING TITLE SPONSOR (\$100K)



- Naming rights: Project Blackbird Gala presented by [Sponsor] (industry exclusivity)
- Logo + blurb across press, newsletters, social, and policy-maker outreach
- Step-and-repeat, projection, and premium signage at Nationals Park
- Speaking role + co-present celebrity honoree award
- 3 tables (24 guests) + 8 VIP pre-reception tickets (private meet & greet)
- Filmed interview with honoree + custom brand activations
- Full-page editorial + back-cover ad in gala program
- Custom multi-session #ShedTheShame series for staff, clients, or partners
- Spotlight social post with paid media boost

DIAMOND (\$50K)



- Recognition across communications, newsletters, and outreach
- Logo on step-and-repeat, signage, and projection
- Speaking role + present an award
- 2 tables (16 guests) + 4 VIP pre-reception tickets (meet & greet)
- Brand integration (VIP Reception title, gift bags, or activations)
- Half-page ad in gala program
- Two tailored #ShedTheShame workshops
- Spotlight social post with paid promotion

GOLD (\$25K)



- Recognition in marketing, signage, and website
- 2 tables (16 guests) + 4 VIP pre-reception tickets
- Branded giveaway or product integration
- On-stage acknowledgment by Executive Director
- Logo on select materials and step-and-repeat
- Quarter-page ad in gala program
- One #ShedShame awareness session

GALA SPONSORSHIP TIERS

SILVER SPONSOR (\$10K)



- Recognition as Silver Sponsor in pre-event marketing, on-site signage, and event website
- One table (8 guests) with strong placement and 2 VIP tickets to the private pre-reception
- Logo recognition on the gala website and in select pre-event marketing
- Listing in gala program
- Year-Round Benefit: One lunch-and-learn style #ShedTheShame session for employees (short talk + Q&A)

SILVER SPONSOR – SPONSORED TABLE (\$6K)



- Recognition as Silver Sponsor in program and select on-site signage
- One table (8 guests) at the Gala and 2 VIP tickets to the private pre-reception
- Listing in gala program

SILVER SPONSOR – HALF TABLE (\$3K)



- Recognition as Silver Sponsor in program and select on-site signage
- Half table (4 guests) at the Gala and 2 VIP tickets to the private pre-reception
- Listing in gala program

● All sponsorships can be tailored to align with your budget, priorities, and desired visibility. We view every partnership as a collaboration and are committed to creating meaningful opportunities for our supporting partners. ●

BRAND MOMENTS & IN-KIND SPONSORSHIPS

In addition to our tiered sponsorships, we invite partners to create memorable brand moments that enhance the Gala experience. These opportunities allow your product or message to be woven directly into the evening, reaching guests in engaging and unexpected ways.

- **Signature Drink at Reception (\$2,000 + product donation):** Branded signature cocktail featured during the VIP Reception, with logo placement and messaging alongside the drink presentation.
- **Wellness Moment Sponsor (\$2K + product donation):** align with mission, e.g. meditation card decks, affirmations, or wellness products placed at each table.
- **Bathroom Sponsor (\$2,000 + product donation):** Branded products, signage, or mirror clings in restrooms offering a playful, high-visibility touchpoint throughout the evening.
- **Featured Wine at the Gala dinner** (in-kind)
- **Floral Décor Sponsor** (in-kind)
- **Gift Bag Partner** (in-kind)

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LET'S BUILD THIS MOVEMENT TOGETHER

By partnering with Project Blackbird, you are helping to expand access to mental health resources for students, athletes, and communities in need.

From Presenting Sponsors to In-Kind Partners, every level of support helps expand access to mental health services for students, athletes, and communities, and powers our growing #ShedShame movement nationwide!





Projectblackbirdinc.org

THANK YOU

We look forward to collaborating with you on a sponsorship that reflects your priorities and makes a meaningful difference.

TO SPONSOR THE GALA OR FOR MORE INFORMATION, CONTACT SICILY CRONIN.

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