



PROOF
ON MAIN

**2017 GALA
SPONSORSHIP
PROPOSAL**



TRAUMA
RESOURCES,
EDUCATION &
EMPOWERMENT

Healing TREE's Mission

Healing TREE (Trauma Resources, Education & Empowerment) is dedicated to transforming how society responds to abuse and interpersonal trauma.

How we achieve our mission...

Healing TREE connects those who have suffered trauma with **resources** necessary for healing rather than coping, provides **education** to professionals across fields and the public at large that promotes awareness, effective intervention and cutting edge treatment and offers **empowerment** through producing arts projects that encourage a healing movement.

www.healingtreenonprofit.org



Who We Are



- ✦ 501(c)(3) organization
- ✦ We are based in Louisville, KY and New York City but have a national reach
- ✦ Founders: Marissa Ghavami, Debbie Ghavami, Bruce Hardy, Ph.D.
- ✦ CEO: Marissa Ghavami
- ✦ Board of Directors: Bruce Perkins – Chairman, Michael Maier, JD – Treasurer, Sarah Rogers, MBA – Secretary, Beth Andrews, Karen Graehler, Terri Lenahan-Downs, Brigitte Stanley
- ✦ Board of Advisors: Terri Lenahan-Downs, David Grand, Ph.D., Joseph Spinazzola, Ph.D., Jamie Marich, Ph.D.

Why Healing TREE

Healing TREE was established in direct response to a vast need that Marissa and her cofounders saw during her own healing journey from abuse and trauma. With proper support, Marissa was able to make a full recovery from Complex Post-Traumatic Stress Disorder (C-PTSD) and Psychogenic Non-Epileptic Seizures (PNES). Along the way, she discovered that a misunderstanding of abuse and trauma, in all of their forms, was common among the public and professionals alike, preventing countless others from getting the help they need.

Healing TREE was created in order to pave the way for real change on this issue that is incredibly harmful to society as a whole. We believe that every person deserves to live a life free of trauma and its devastating effects, whether or not they have the resources and support readily available to them.

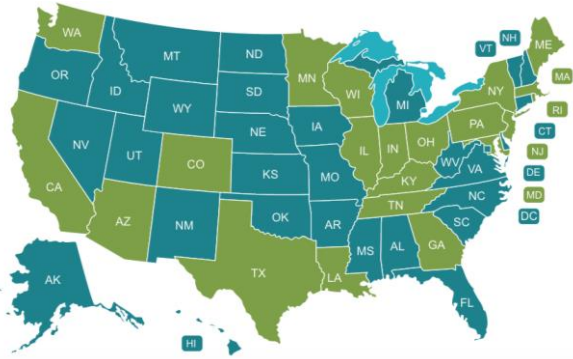


What We Do

Highlights of Programming and Accomplishments to Date

Resources

- ★ Secured 40 therapists, supplemental care providers and treatment facilities in our Approved Care Network throughout the nation
- ★ Curated over 100 recommended articles, books, videos and websites on various topics related to abuse and mental health through a trauma focused lens



[Resources](#)

Education

- ★ Released 1 Online Continuing Education Unit
- ★ Released 1 Online Educational Video
- ★ Presented 2 separate Continuing Education Units at in person trainings
- ★ Given 7 educational speaking engagements (to students, mental health and medical professionals, staff at a domestic violence shelter, women in a residential program, etc.)
- ★ Presenting 1 upcoming workshop alongside internationally renowned trauma expert Peter Levine, PhD

[Education](#)

Empowerment

- ★ Partnered with the world renowned Trauma Center at the Justice Resource Institute (JRI) and the National Child Traumatic Stress Network (NCTSN) to create a video on Complex Trauma for Youth and Young Adults which has an accompanying Resource Guide
- ★ Panel engagement after premiere of Complex Trauma video at the NCTSN Conference
- ★ Partnered with several Artist Advocates, including Emily Althaus of *Orange is the New Black*, who shared a video on Healing TREE to her over 81K social media followers
- ★ Featured in 2 local news programs
- ★ Featured in 1 local magazine
- ★ Upcoming Public Service Announcement (PSA) on Domestic Violence

[Healing TREE YouTube Channel](#)



Major Programs in 2018

SOCIAL SERVICES OUTREACH

Objective: Provide clinicians who interact with people who have experienced trauma the tools they need to help their clients heal, lowering the amount of people who return to the program and proving that proper treatment breaks the cycle.

Program includes:

1. Separate speaking engagement to staff and clients by Healing TREE's Founder + CEO, engaging them with her story to inspire their belief in the power of trauma focused treatment and sharing industry leading research around key themes.
 - Identified topics: Journey In and Out of Trauma, Red Flags of Abuse and Trauma, Trauma Bonding
2. On-site training in EMDR (Eye Movement Desensitization and Reprocessing), an evidence based, American Psychological Association "A" graded treatment for treating trauma for clinicians on staff, including post-training supervision.
3. Resources provided to the staff and clients: Lists of curated books, articles, videos on the topic. Screening site specific video (Domestic Violence PSA, video on Complex Trauma in Youth and Young Adults with Resource Guide).

Key Measures: Pre and post treatment symptom assessment administered to clients. Return to program rates tracked. Number of facilities and people who have pledged to join the healing trauma movement.

Major Programs in 2018

STUDENT ENGAGEMENT & EMPOWERMENT

Objective: Provide students with knowledge around identification, prevention and intervention of abuse and trauma. (Young women ages 18-22 are at the highest risk for intimate partner violence, which is why we are targeting this age range.)

Program includes:

1. Speaking engagement on Red Flags of Abuse and Trauma by Healing TREE Founder + CEO, which includes sharing her personal story. Focused on programming during orientation week, domestic violence awareness month and mental health awareness month.
2. Resources provided specifically targeted to students: Lists of curated books, articles, videos on the topic. Screening of videos (Domestic Violence PSA, video on Complex Trauma in Youth and Young Adults with Resource Guide)

Key Measures: Track the number of students who have pledged to join the healing trauma movement.

Testimonials

“This organization saved my life. I cannot thank you enough.”

- Kevin from Kentucky

“I honestly don’t think I would have made it through the first year of going on disability for Complex PTSD without the help, support and insight from Healing TREE. Thank you. I hope that those of you out there who want to make a difference in the lives of so many will help by supporting this incredible cause.”

- Anna from Michigan

“I’ve been learning about trauma for the last 5 years, I was first introduced to this topic in grad school for counseling, and this was the best presentation I’ve seen. Very clearly articulated, very practical applications.”

- Attendee of a recent Breakout Speech on Trauma Bonding (Continuing Education Unit for mental health professionals, medical professionals, and social workers)

98% of attendees felt better prepared to recognize the signs of trauma bonding after a recent Continuing Education Unit breakout speech.

See more results and view video here: <https://healingtreenonprofit.org/about/testimonials-and-results/>

2017 Gala

Presented by...

Additional support by...



Saturday, November 4th, 2017

21C Museum Hotel, Louisville, Kentucky

Catered by: Proof on Main

Heavy Hors D'oeuvres & Open Bar

Attire: Black Tie Optional

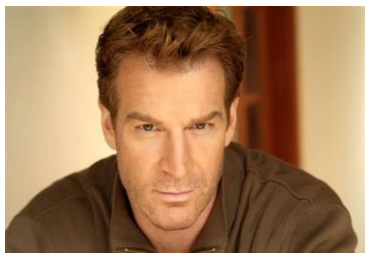


Stars Come Out to Support Healing TREE



- ✦ Our 2nd annual fundraising gala will feature special guests and performers from Broadway, film and TV, a live auction of premium items, testimonials and more.
- ✦ View more photos and video clips from last year's gala and check out our previous sponsors here: <https://healingtreenonprofit.org/events/gala/>
- ✦ Watch us on the news discussing last year's gala: <https://healingtreenonprofit.org/media/>

2017 Gala Talent



Master of Ceremonies: Kevin Kilner

Actor

Kevin has appeared on the hit Netflix series **House of Cards**, **The Good Wife**, **Madam Secretary**, **Castle**, **Blue Bloods** and other well-known shows. In addition to numerous off-Broadway productions, he starred on Broadway in the 50th anniversary production of **The Glass Menagerie** with Julie Harris and Calista Flockhart for which he won the Theatre World Award. [Kevin Kilner IMDb](#)



Special Guest: Emily Althaus

Actor

Emily plays Maureen “Kukudio” on the hit Netflix series **Orange Is The New Black**. She has also appeared on **Togetherness**, **Law & Order: Special Victims Unit** and **Blue Bloods**. Emily is a Louisville native. [Emily Althaus IMDb](#)



Special Guest: Rodney Hicks

Actor, Singer

Rodney recently starred in the Tony Award Winning show **Come From Away**. He was in the original Broadway cast of **Rent** as well as on Broadway in **The Scottsboro Boys** and **Jesus Christ Superstar**. He has appeared on TV in **Leverage**, **GRIMM**, **Law & Order: Criminal Intent** and **NYPD Blue** and on film in **Bad Decisions** and **Django**. [Rodney Hicks Website](#)

Check www.healingtreenonprofit.org for more stars to be announced!

Venue



Nestled in downtown Louisville on historic West Main Street, along Museum Row, 21c Museum Hotel is a multi-venue contemporary art museum, an award-winning 91-room boutique hotel, and home to acclaimed Proof on Main restaurant, led by executive chef Mike Wajda.

Learn More: <https://www.21cmuseumhotels.com/louisville/>

Awards and Recognitions:

- ✦ *2014 Global Vision Award Winner Travel + Leisure Magazine*
- ✦ *Best Farm-to-Table Restaurant in Every State Food & Wine*
- ✦ *10 Best Hotel Bars USA Today*

Lauded as one of Esquire magazine's "Best New Restaurants," Proof on Main in downtown Louisville's acclaimed 21c Museum Hotel is a favorite for locals and visitors alike. With a commitment to local farming, they deliver plates infused with local flavor.

Learn More: <https://www.proofonmain.com/>



Sponsorship Opportunities



Presenting Sponsor \$15,000

- ✦ If secured by August 31, 2017, logo featured and announcing “presented by XXX” on invitations, press release sent to media outlets and sponsorship deck
- ✦ Logo featured on event program, signage, step and repeat and advertising/media
- ✦ Logo with link to your website featured on our website for one year
- ✦ Social media posts with mention of presenting sponsor
- ✦ Two tables of 8, reserved seating in front of stage
- ✦ VIP Limo Service for 16 to 21C
- ✦ VIP pre-gala cocktail reception meet and greet with stars and red carpet photos
- ✦ Commemorative art piece from an emerging artist for each couple

Corporate Sponsor \$5,000

- ✦ If secured by August 31, 2017, logo featured on invitations, press release sent to media outlets and sponsorship deck
- ✦ Logo featured on event program, signage and step and repeat
- ✦ Logo with link to your website featured on our website for one year
- ✦ Table of 8, reserved seating
- ✦ VIP pre-gala cocktail reception meet and greet with stars and red carpet photos
- ✦ Commemorative art piece from an emerging artist for each couple

Sponsorship Opportunities



Small Business Sponsor \$2,500

- ✦ If secured by August 31, 2017, logo featured on invitations, press release sent to media outlets and sponsorship deck
- ✦ Logo on event program, signage and step and repeat
- ✦ Logo with link to your website featured on our website for one year
- ✦ 4 tickets, reserved seating
- ✦ VIP pre-gala cocktail reception meet and greet with stars and red carpet photos
- ✦ Commemorative art piece from an emerging artist for each couple

Individual Sponsor \$1,000

- ✦ If secured by August 31, 2017, name mentioned in press release sent to media outlets
- ✦ Name on event program
- ✦ 2 tickets, reserved seating
- ✦ VIP pre-gala cocktail reception meet and greet with stars and red carpet photos
- ✦ Commemorative art piece from an emerging artist for each couple

Thank You For Considering Our Request

Want to Learn More?

[Website](#)

[Facebook](#)

[Twitter](#)

[Instagram](#)

Please watch this [3 minute video](#) to learn more about what makes us unique!

Ready to Partner?

Please contact our Founder + CEO, Marissa Ghavami, directly at mghavami@healingtreenonprofit.org or 502-743-2733 with any questions or to confirm your sponsorship today!