

Kids Mental Health Day





Kids Mental Health Day

 The Kids Mental Health Foundation™

WHAT: Free, full day event that provides families the opportunity to learn about the organization and build awareness of resources designed to help support grown-ups at home. The non-ticketed event is open to the public with peak engagement times for brands, influencers, celebrities and key programmatic activities to teach that mental health conversations don't have to be scary.

WHEN: *Tentatively*, Saturday, May 1, 2027

WHERE: The Grove, Los Angeles

WHO: The event is open to the public, true to our mission of providing free mental health resources to all communities throughout the U.S.

FORMAT: Brand-hosted activations with expert-created mental health activities and resources to engage the community in supporting kids' mental health.



Meet our Co-Chairs

Angel Carter Conrad is a wife, mother and passionate advocate for mental health. Inspired by the tragic passing of her twin brother, Aaron, and two older sisters, Leslie and Bobbie Jean, Angel's work is focused on children's mental health and her desire to help families by sharing her story. Angel's story has been featured on People, USA Today, E! Online, Rolling Stone Online, CBS Mornings with Gayle King and more. She is a member of The Kids Mental Health Foundation Entertainment Council.

Corey Conrad stands as a respected and proven leader with more than 19 years of experience in the hospitality and real estate industry. As the Senior Vice President of Leasing and Brand Partnerships at Caruso, he brings a wealth of knowledge to his role, building partnerships with a multitude of Fortune 500 clients and prestigious brands such as Apple, Netflix, LVMH, Gucci, Mastercard and many more. He is a member of the National Advisory Council for The Kids Mental Health Foundation.

A Note From our Co-Chairs:

We invite you to join us at our annual signature event as we raise awareness and funds to provide important resources for parents, teachers, coaches, primary care providers and child-serving organizations within the L.A. community.

Our kids need us. All of us. Help us make mental health a vital part of growing up.

For kids everywhere,
Angel Carter Conrad and Corey Conrad





**The Kids Mental Health
Foundation™**

We are taking a different approach to the child mental health crisis by focusing on upstream tools. Because we know early action can be life changing.

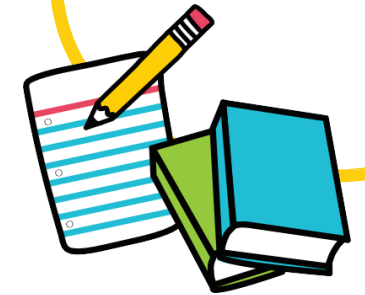
Proactive resources and solutions are essential to raising healthy and resilient kids.

The Kids Mental Health Foundation envisions a future where mental health is a vital part of growing up. Where children's mental health is just as important as their physical health and where grown-ups have the skills to help kids face and manage life's challenges before there is a concern or crisis.

The Kids Mental Health Foundation's mission is to give free, expert-created resources to all U.S. communities so everyone can understand and promote mental health for children.

Free. Nationwide. Proven.

The Kids Mental Health Foundation delivers evidence-informed resources across the U.S., with measurable impact and powerful partner testimonials to match.



6,354,320

Kids benefited from
free mental health
resources

2,906,655

Parents and caregivers
reached with free evidence-
informed mental health
resources

60+

Resources created and distributed
to support communities across the
U.S. including topics like wildfires,
military, and money conversations

40

youth serving
organizations supported
across the U.S.

3

National hospital partners
supported with resources for their
communities

211,811

classrooms impacted
by teacher curriculum

\$7M

Raised to support the ongoing
mission of The Kids Mental
Health Foundation

100%

of them report needing
more resources for the
kids they serve



\$500,000 | Exclusive Presenting Sponsor

- Exclusive “presented by” sponsor for 2027 Kids Mental Health Day
- Presenting sponsor logo on highly-visible pre-event branded assets, ad placements and media pitching
- Presenting sponsor logo on highly-visible day of event-branded assets, event collateral, event communications, and earned media
 - Pre-event and event day ad value in 2026 was over \$500,000
- Presenting sponsor logo on Kids Mental Health Day weekend step-and-repeat
- Presenting sponsor logo on event T-shirt
- Presenting sponsor logo on event website
- Presenting sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Presenting sponsor logo on thank you message elements throughout the event
- Option for branded giveaway or activation moment during the day **Subject to approval**
- Twelve (12) tickets to the exclusive *The Night Before* reception on April 30
- Presenting sponsor logo with top billing for thank you ad
- Kids Mental Health Day employee volunteer opportunities **Based on availability**
- Access to KMHF clinical team and programmatic resources
- Prominent logo recognition on KMHF’s website partnership page
- Featured logo recognition on KMHF’s annual impact report
- Invitation to join the KMHF Corporate Collective
- Elevated custom social strategy developed by partner and KMHF team
- Special invitations to KMHF events, webinars and thought leadership opportunities

Commitments due by March 1 to guarantee all logo benefits

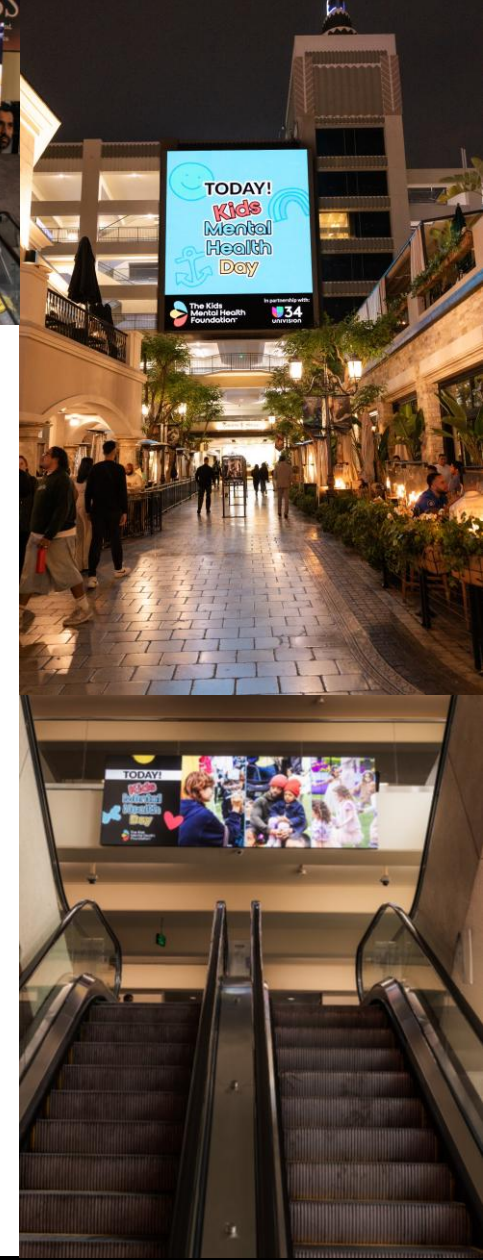


**The Kids Mental Health
Foundation**



\$250,000 | Premiere Sponsor

- Logo recognition as Premiere Sponsor on highly visible event assets, event collateral and event communications
- Prominent sponsor logo on Kids Mental Health Day weekend step-and-repeat
- Prominent sponsor logo on event T-shirt
- Prominent sponsor logo on event website
- Prominent sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Prominent sponsor logo on thank you message elements throughout the event
- Option for branded giveaway or activation moment during the day **Subject to approval**
- Eight (8) tickets to the exclusive *The Night Before* reception on April 30
- Prominent sponsor logo featured in sponsor thank you ad
- Kids Mental Health Day employee volunteer opportunities **Based on availability**
- Access to KMHF clinical team and programmatic resources
- Logo recognition on KMHF's website partnership page
- Featured logo recognition on KMHF's annual impact report
- Custom social strategy developed by partner and KMHF team
- Special invitations to KMHF events, webinars and thought leadership opportunities
- Invitation to join the KMHF Corporate Collective



Commitments due by March 1 to guarantee all logo benefits



The Kids Mental Health Foundation

\$100,000 | Premium Sponsor

- Prominent logo recognition on select event assets, event collateral and event communications
- Tiered logo on event T-shirt
- Sponsor logo on Kids Mental Health Day weekend step-and-repeat
- Tiered logo on event website and event invitation
- Tiered sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Tiered sponsor logo on thank you message elements throughout the event
- Option for branded giveaway or activation moment during the day
Subject to approval
- Six (6) tickets to the exclusive *The Night Before* reception on April 30

- Tiered sponsor logo featured in sponsor thank you ad
- Kids Mental Health Day employee volunteer opportunities
Based on availability
- Access to KMHF clinical team and programmatic resources
- Tiered logo recognition on KMHF website partnership page
- Tiered recognition on KMHF's annual impact report
- One feature on KMHF's social media to recognize sponsor support
- Special invitations to KMHF events, webinars and thought leadership opportunities
- Invitation to join the KMHF Corporate Collective



Commitments due by March 1 to guarantee all logo benefits



**The Kids Mental Health
Foundation**

\$50,000 | Stage Sponsor

- Exclusive sponsor of the stage for Kids Mental Health Day
- Announcements for stage acts to include the naming as [Sponsor Name] Stage (Minimum of 10 mentions)
- Tiered sponsor logo on event T-shirt
- Tiered sponsor logo on event website
- Tiered sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Tiered sponsor logo on thank you message elements throughout the event
- Four (4) tickets to the exclusive *The Night Before* reception on April 30
- Tiered sponsor logo featured in sponsor thank you ad
- Kids Mental Health Day employee volunteer opportunities

Based on availability

- Access to KMHF clinical team and programmatic resources
- Logo recognition on KMHF's website partnership page
- Featured logo recognition on KMHF's annual impact report
- Custom social strategy developed by partner and KMHF team
- Special invitations to KMHF events, webinars and thought leadership opportunities
- Invitation to join the KMHF Corporate Collective



Commitments due by March 1 to guarantee all logo benefits



**The Kids Mental Health
Foundation**



\$50,000 | Stroller Valet Sponsor

- Exclusive sponsor of the Stroller Valet Station
- Logo recognition on every Stroller Valet ticket throughout the day
- Signage at Stroller Valet with company logo as the exclusive stroller sponsor
- Tiered sponsor logo on event T-shirt
- Tiered sponsor logo on event website
- Tiered sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Tiered sponsor logo on thank you message elements throughout the event
- Four (4) tickets to the exclusive *The Night Before* reception on April 30
- Tiered sponsor logo featured in sponsor thank you ad
- Kids Mental Health Day employee volunteer opportunities
- *Based on availability**
- Access to KMHF clinical team and programmatic resources
- Logo recognition on KMHF's website partnership page
- Featured logo recognition on KMHF's annual impact report
- Custom social strategy developed by partner and KMHF team
- Special invitations to KMHF events, webinars and thought leadership opportunities
- Invitation to join the KMHF Corporate Collective



Commitments due by March 1 to guarantee all logo benefits



**The Kids Mental Health
Foundation**



\$50,000 | Paws & Reset Corner

- Exclusive sponsorship with prominent signage of the “Paws & Reset” corner where guests can rest and interact with therapy dogs
- The therapy dogs create a welcoming space for families to rest and recharge, while also drawing them into Kids Mental Health Day
- Tiered sponsor logo on T-shirts
- Tiered sponsor logo on event website
- Tiered sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Tiered sponsor logo on thank you message elements throughout the event
- Four (4) tickets to the exclusive *The Night Before* reception on April 30
- Tiered sponsor logo featured in sponsor thank you ad
- Kids Mental Health Day employee volunteer opportunities
- *Based on availability**
- Access to KMHF clinical team and programmatic resources
- Logo recognition on KMHF’s website partnership page
- Featured logo recognition on KMHF’s annual impact report
- Custom social strategy developed by partner and KMHF team
- Special invitations to KMHF events, webinars, and thought leadership opportunities
- Invitation to join the KMHF Corporate Collective

Commitments due by March 1 to guarantee all logo benefits



**The Kids Mental Health
Foundation**



\$25,000 each | Activity Booth Sponsor Opportunities

Previous year examples: Positivity Mirror | Friendship Bracelets | Social Media Station
Airbrush & Temporary Tattoo | Relaxation | Happiness | Connection | Photobooth

- Logo recognition at themed booth
- Tiered logo on event T-shirt
- Tiered logo on event website
- Tiered sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Tiered sponsor logo on thank you message elements throughout the event
- Option for branded giveaway or activation moment during the day **Subject to approval**
- Four (4) tickets to the exclusive *The Night Before* reception on April 30
- Tiered logo recognition in thank you ad
- Kids Mental Health Day employee volunteer opportunities **Based on availability**
- Invitation to join the KMHF Corporate Collective
- Tiered recognition on KMHF website partnership page
- Mention in collective KMHF social media post
- Special invitations to KMHF events and webinars and thought leadership opportunities



Commitments due by March 1 to guarantee all logo benefits



**The Kids Mental Health
Foundation**



\$10,000 each | Surprise & Delight Sponsors

7 slots available

- Logo recognition for chosen time slot
- *Based on availability**
- Tiered logo on event T-shirt
- Tiered logo on event website
- Tiered sponsor recognition during exclusive *The Night Before* reception on April 30 and throughout The Grove on May 1
- Tiered sponsor logo on thank you message elements throughout the event
- Four (4) tickets to the exclusive *The Night Before* reception on April 30
- Tiered logo recognition in thank you ad
- Kids Mental Health Day employee volunteer opportunities

Based on availability

- Tiered recognition on KMHF website partnership page
- Mention in collective KMHF social media post
- Special invitations to KMHF events and webinars

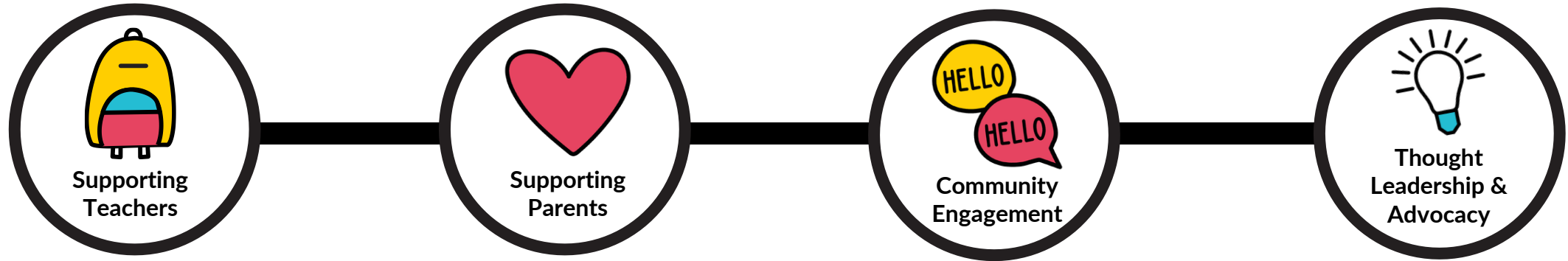


Commitments due by March 1 to guarantee all logo benefits



**The Kids Mental Health
Foundation**

Thanks to support from partners like you, The Kids Mental Health Foundation is making a difference in Los Angeles. We delivered resources to LAUSD schools, joined the LA Galaxy for a mental wellness day and partnered with GoNoodle and Para Los Niños to teach kids mental health skills. We're also educating our community that mental health is just as important as physical health and breaking stigmas through events such as Kids Mental Health Day at The Grove, Hollywood & Mind and World Mental Health Day.





THE
Hollywood
REPORTER



25 media
placements
274 million
impressions

yahoo!
sports



LOS ANGELES, CALIFORNIA - MAY 03: Los Angeles Rams' Rampage attends The Kids Mental Health Foundation's 2024 Kids Mental Health Day on May 03, 2024 in Los Angeles, California. (Photo by Freesty Any/Getty Images for The Kids Mental Health Foundation) Getty Images for The Kids Mental Health Foundation



Kids Mental Health Day

Malin Akerman was among the attendees as The Kids Mental Health Foundation, the nation's leading organization promoting mental health for children, hosted its annual Kids Mental Health Day celebration in L.A. on Saturday.



In a commitment to support kids' mental health, Laura Marano ("Austin and Ally") and Kensington Tallman ("Inside Out 2") partnered with The Kids Mental Health Foundation to bring free resources and fun activities to families in Los Angeles.

Getty Images for The Kids Mental Health Foundation



People

Patch

BEVERLY PRESS
PARK LABREA NEWS

THE
Hollywood
REPORTER

Los Angeles

SPECTRUM
NEWS

AVERAGE SOCIALITE

EXTRA

OK!

E! NEWS

yahoo!
sports



**The Kids Mental Health
Foundation**



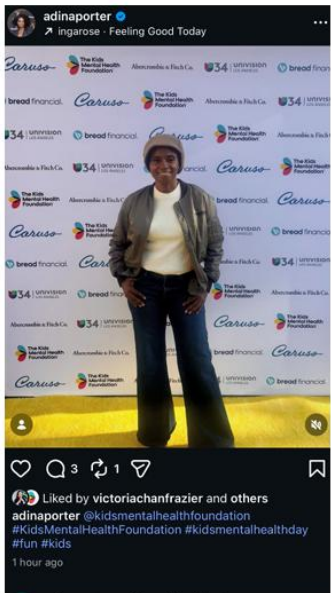
Laura Marano [@lauramarano](#)
IG Followers: 9.1M



Malin Ackerman [@malinakerman](#)
IG Followers: 766K



J.R. Ramirez [@jr8Ramirez](#)
IG Followers: 722K



Adina Porter [@adinaporter](#)
IG Followers: 401K



Kensington Tallman [@heykensington](#)
IG Followers: 23.8K



Missy Claire Egan [@missyclaireegan](#)
IG Followers: 193K

Celebrity and Council Engagement



Celebrity support garnered
89 posts
and
36.7 million
impressions for
The Night Before
and Kids Mental Health Day at
The Grove.

Entertainment Council:

Malin Ackerman
Mädchen Amick
Angel Carter Conrad
Tyler Davis
Sam DeRosa
Danny Franzese
Raymond Lee
Soleil Moon Frye
J.R. Ramirez

National Advisory Council:

Corey Conrad
René Jones
Dennis St. Rose
Ross Szabo

Celebrity Champions:

Jessie Buttafuoco
Justin Chien
Melissa Claire Egan
Erinn Hayes
Iris Kendall
Jesse Lally
Laura Marano
Leven Miranda
Adina Porter
Samantha A. Smith
Kensington Tallman
Mina Tobias

Our Thanks



Join us in 2027!

Your support will help create a future where every child's mental well-being is nurtured from the start. Your generosity will help children today. And it will help families far into the future.

For more information,
contact Amanda Dove at
a.dove@kidsmentalhealthfoundation.org