

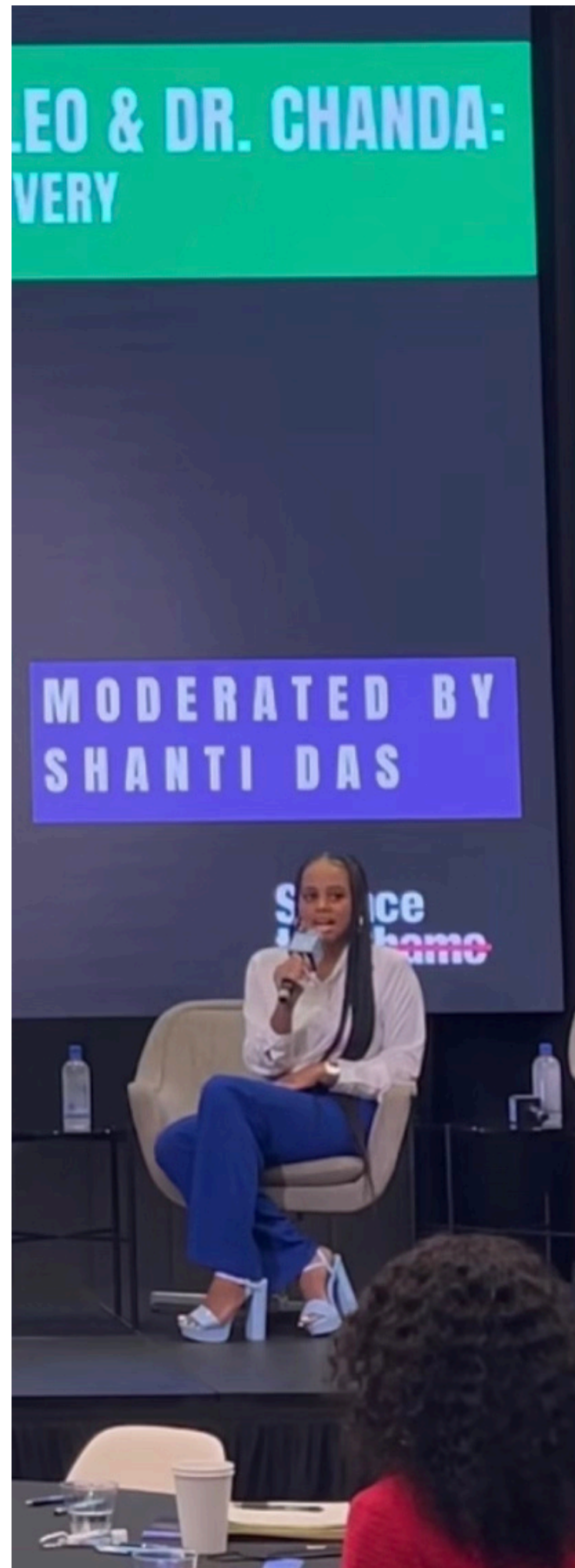
Get Ready For

**ELEVATING WELLNESS: THE
INAUGURAL MENTAL HEALTH SUMMIT
BY MINDS OF THE CULTURE, INC (501C3)**

Mental Health for Every Generation

May 2025

Creative Pitch



PROPOSAL CONTENT

- About Us
- Mission
- Approach Production



ABOUT THE FOUNDER

Dr. Chanda is:

- A licensed clinical psychologist
- Ms. Black District of Columbia, USA, 2024
- An HBCU Grad & Advocate
- The Host of a nationally syndicated mental health talk show
- & A proud Delaware native



Minds of The Culture Inc.

MINDS OF THE CULTURE, INC. IS A 501(C)3 TAX-EXEMPT ORGANIZATION FORMED TO ENGAGE IN CHARITABLE EVENTS THAT ARE DEDICATED TO PROVIDING FREE AND LOW-COST MENTAL HEALTH RESOURCES, SERVICES, AND EDUCATION TO UNDERSERVED COMMUNITIES.

MISSION

MINDS OF THE CULTURE IS DEDICATED TO RAISING AWARENESS ABOUT MENTAL HEALTH ISSUES SPECIFIC TO THE BLACK COMMUNITY. THEIR MISSION FOCUSES ON NORMALIZING THERAPY AND EDUCATING INDIVIDUALS ABOUT MENTAL HEALTH DIAGNOSES, SYMPTOMS, AND COPING STRATEGIES.

APPROACH

INTEGRATION OF PROMINENT ATHLETES, ENTERTAINERS, SOCIAL MEDIA INFLUENCERS, SURVIVORS OF MENTAL ILLNESS & THEIR LOVED ONES, MENTAL HEALTH PROFESSIONALS/ADVOCATES, TO LEAD AN INTENTIONAL & EDUCATIONAL CONVERSATION SURROUNDING THEIR PERSONAL EXPERIENCES WITH MENTAL HEALTH, AND EVIDENCED BASED METHODS OF TREATING SYMPTOMS.

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GOAL

MINDS OF THE CULTURE IS DEDICATED TO RAISING AWARENESS ABOUT MENTAL HEALTH ISSUES SPECIFIC TO THE BLACK COMMUNITY. THEIR MISSION FOCUSES ON NORMALIZING THERAPY AND EDUCATING INDIVIDUALS ABOUT MENTAL HEALTH DIAGNOSES, SYMPTOMS, AND COPING STRATEGIES.

DESIRED OUTCOME

OUR GOAL IS TO CREATE A SUPPORTIVE SPACE THAT EDUCATES AND EQUIPS INDIVIDUALS WITH MENTAL HEALTH STRATEGIES THEY CAN USE DAILY. BY FOSTERING OPEN CONVERSATIONS, CONNECTING ATTENDEES WITH RESOURCES, AND ADDRESSING UNIQUE CHALLENGES WITHIN UNDERSERVED & BLACK COMMUNITIES, WE AIM TO REDUCE THE BURDEN ON LOCAL AGENCIES/ GOVERNMENT ASSISTANCE AND DEVELOP A NETWORK OF SELF-SUFFICIENT INDIVIDUALS COMMITTED TO WELLNESS.

THOUGH THIS IS A NATIONAL CONFERENCE...

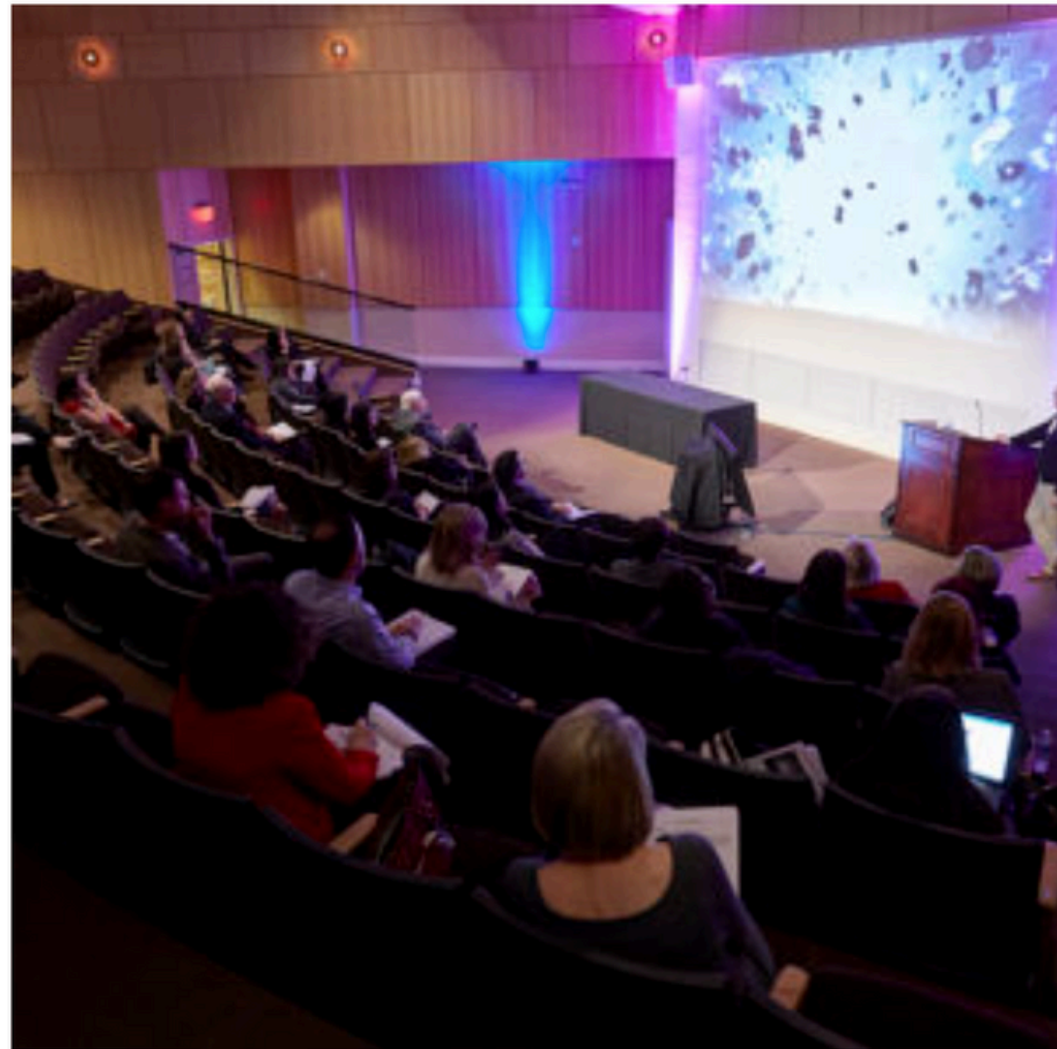
AS A DELAWARE NATIVE, DR. CHANDA IS USING HER EDUCATION , PASSION FOR MENTAL HEALTH, AND CONNECTIONS IN THE ENTERTAINMENT INDUSTRY TO BRING ARTISTS, ENTERTAINERS, AND MENTAL HEALTH PROFESSIONALS BACK TO HER HOME STATE

WHY WILMINGTON, DELAWARE

WILMINGTON IS A VIBRANT CITY WITH A GROWING NEED FOR ACCESSIBLE MENTAL HEALTH RESOURCES. CURRENTLY, AN ESTIMATED 18% OF ADULTS IN WILMINGTON REPORT EXPERIENCING FREQUENT MENTAL DISTRESS—A RATE HIGHER THAN THE NATIONAL AVERAGE. HOSTING THIS MENTAL HEALTH TALK IN WILMINGTON BRINGS VALUABLE RESOURCES TO THE COMMUNITY AND PROVIDES A UNIQUE PLATFORM FOR OPEN, STIGMA-FREE CONVERSATIONS ON WELLNESS. BY BRINGING ENTERTAINERS AND INFLUENTIAL MENTAL HEALTH ADVOCATES TO THE CITY, WE CAN CREATE AN ENGAGING, INFORMATIVE EXPERIENCE THAT RESONATES DEEPLY WITH LOCAL AUDIENCES. WE AIM TO REDUCE THE BURDEN ON LOCAL AGENCIES/ GOVERNMENT ASSISTANCE AND DEVELOP A NETWORK OF SELF-SUFFICIENT INDIVIDUALS COMMITTED TO WELLNESS.

The Venue

WILMINGTON CHASE CENTER



TARGETED SESSIONS



Session Title	Type	Target Audience	Description
Breaking the Stigma: Conversations That Heal	Main Stage Session	General attendees	A powerful keynote panel featuring mental health professionals, celebrities, and advocates sharing stories and strategies.
The Intersection of Mental Health and Social Justice	Main Stage Session	Professionals, community leaders, advocates	Exploring how systemic inequities impact mental health and the role of advocacy in driving change.
Resilience Redefined: Thriving Through Life's Challenges	Main Stage Session	Adults and families	Inspirational talks from survivors of severe mental illness and family members about resilience and hope.
Mindfulness for Teens: Finding Calm in Chaos	Breakout Session	Ages 13-18	Interactive session teaching mindfulness techniques and coping strategies for stress and anxiety.
Social Media and Self-Esteem: Navigating the Digital Age	Breakout Session	Ages 13-18	Workshop addressing the impact of social media on mental health, focusing on self-worth and authenticity.
Creative Coping: Using Art to Express Emotions	Breakout Session	Ages 10-18	Hands-on session exploring art as a therapeutic tool for emotional expression and challenges.

TARGETED SESSIONS



Empowered Minds: Women Leading Wellness	Breakout Session	Women	Session focusing on self-care, emotional regulation, and building supportive communities for women.
Body Positivity and Self-Love: Reclaiming Your Power	Breakout Session	Women and girls	Discussion on embracing body positivity, overcoming societal pressures, and fostering self-acceptance.
Breaking Barriers: Men and Mental Health	Breakout Session	Men	Candid conversation about challenges men face in addressing mental health and strategies for resilience.
Redefining Strength: Navigating Emotions as a Man	Breakout Session	Men	Workshop exploring emotional vulnerability, dismantling toxic masculinity, and fostering relationships.
Parenting Through Mental Health Challenges	Breakout Session	Parents and caregivers	Practical guidance for supporting children with mental health concerns while managing family dynamics.

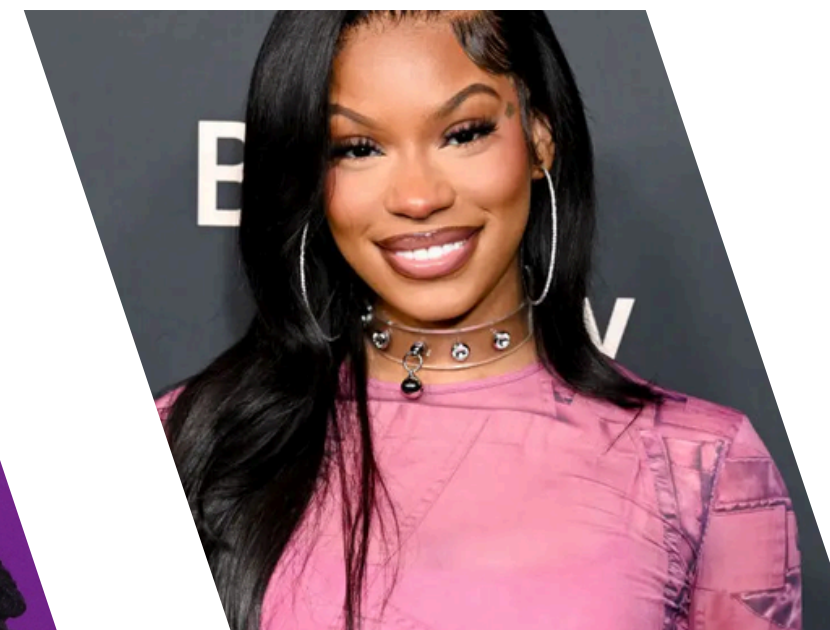
TARGETED SESSIONS



Faith and Mental Health: Bridging the Gap	Breakout Session	Faith-based leaders, general audience	Discussion on the role of spirituality in mental wellness and addressing mental health in faith communities.
Workplace Wellness: Mental Health for Professionals	Breakout Session	Working professionals and employers	Strategies for fostering mental health in the workplace, including stress management and work-life balance.



POTENTIAL CELEBRITY GUESTS (PAST & PROPOSED TALENT)



OUR ASK

We invite you to be a part of this powerful movement to destigmatize mental health and create lasting impact in the Black community. Your support can help us:

- ****Provide Free or Reduced Entry****: Broaden access to this vital event, ensuring financial barriers don't prevent community members from participating.
- ****Enhance Programming Quality****: Fund top-tier speakers, impactful workshops, and interactive sessions that equip attendees with real-world strategies.
- ****Expand Community Reach****: Support our promotional efforts to ensure we reach those who need it most through social media, partnerships, and local outreach.

****Take This Show on the Road****

With your partnership, we aim to take this event to Historically Black Colleges and Universities (HBCUs) during homecoming season, bringing a mini-version of this program to campuses. This tour will engage students in conversations on mental health, racial trauma, and wellness strategies, ensuring future generations are equipped with the tools to thrive.

****Together, we can build a legacy of resilience, self-care, and community strength.****



TOTAL BUDGET

Event Budget \$250,000

We are seeking \$250,000 to bring this impactful mental health event to life. This funding will enable us to produce a high-quality experience that promotes mental wellness within the Black community and expands our reach to broader audiences.

****Breakdown of Funding Allocation:****

- ****Premier Talent & Speakers****: Attract leading mental health advocates and entertainers to inspire and engage attendees.
- ****Venue & Production Quality****: Secure a premium venue with high-grade audiovisuals and production for a memorable experience.
- ****Comprehensive Marketing****: Launch a targeted, multi-channel campaign to maximize outreach, engagement, and attendance.
- ****Professional Event Planning****: Ensure seamless coordination through expert planning, covering every detail.
- ****HBCU Fall 2025 Tour****: Launch a 5-campus HBCU tour during homecoming season, bringing a tailored mental health program to engage students and empower future leaders.

Expanding Our Reach in 2025**

This funding will not only support our immediate event but will also enable ****a condensed version of this summit across 5 Historically Black Colleges and Universities (HBCUs) in Fall 2025****. This tour will empower students to prioritize mental wellness, addressing a crucial need in academic environments.



Sponsorship Opportunities

Presenting Sponsor – \$25,000

- **Presenting Rights: Exclusive “Presented by”** recognition on all event materials.
- **Brand Integration: Logo placement** on event backdrop, program cover, digital promotions, and dedicated signage throughout the venue.
- **Customized Corporate Training: 3 workshops** for your team on “Mental Health, Burnout Management, and Workplace Resilience,” led by our experts.
- **Exclusive Media Feature: Dedicated segment** in 10 episodes of Paging Dr. Chanda on Fox Soul.
- **On-Stage Speaking Opportunity: Brief** opportunity to address the audience during the event.
- **Event Tickets: 12 VIP tickets** with reserved seating

Platinum Sponsor – \$10,000

- **Segmented Placement: Premium logo** placement in the event program and on social media channels.
- **Step-and-Repeat & Program Logo:** Featured on the step-and-repeat and all printed event materials.
- **Corporate Training: Three-hour** workshop on “Mental Health and Managing Burnout,” delivered by licensed professionals.
- **Media Feature: Dedicated segment** in 5 episodes of Paging Dr. Chanda on Fox Soul.
- **Event Tickets: 10 tickets** with preferred seating.
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Sponsorship Opportunities

Gold Sponsor – \$5,000

- Logo placement on event signage and select social media posts
- Mention in the event program and on-site promotional materials
- Acknowledgment in post-event recap shared with attendees

Silver Sponsor – \$2,500

- **Logo on Event Materials:** Logo on signage, social media, and digital platforms.
- **Social Media Recognition:** Shout-out in pre- and post-event social media posts.
- **Event Tickets: 5 tickets.**

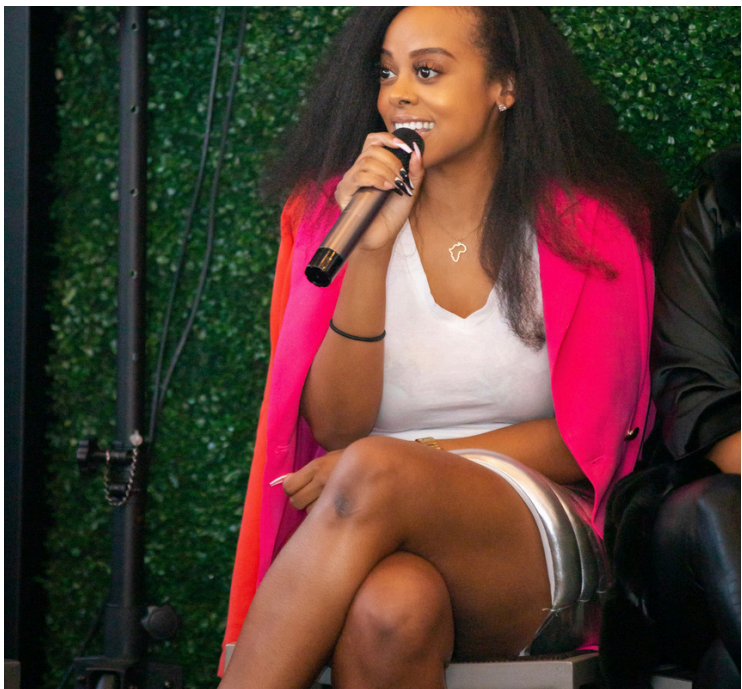
Bronze Sponsor – 1,500

- **Logo Placement:** Displayed on select event signage and social media posts.
- **Event Tickets: 3 tickets.**

Community Sponsor – \$500

- **Name Recognition:** Listed on the event program as a community supporter.





Thank You!

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