

# PROJECT BLACKBIRD

## SPONSORSHIP PROPOSAL



**1<sup>st</sup> ANNUAL BENEFIT GALA**  
**Friday, May 2, 2025**



## ABOUT THE GALA

You are invited to take part in the inaugural fundraising gala for PROJECT BLACKBIRD. The gala will be held during Mental Health Awareness month on May 2, 2025, at The Watergate Hotel in Washington, D.C.

Support raised from the gala will continue the essential work of PROJECT BLACKBIRD by allowing us to **double** our annual impact in 2025 and beyond to connect 20,000 with our message. Additionally, the gala is directly supporting our new initiative to fund free therapy for 700 university and high school students through an exclusive partnership with **Talkspace**.

The gala will feature live performances from top artists, desserts from a celebrity chef, creative activations from our generous partners, and over 300 supporters of PROJECT BLACKBIRD's mission. Also, featuring talks from **Dan Gillison**, CEO of National Alliance on Mental Illness (NAMI) and **Natalie Cummins**, Chief Business Officer at Talkspace. As the organization joins mental health advocacy and the entertainment industry, we look forward to including policy-maker attendees, such as **Councilman Wendell Felder** of Washington DC Ward 7 and celebrity advocates of the cause, including attendees from our celebrity ambassador list.

**#SHEDSHAME**  
**2025**





# OUR WORK

# ABOUT PROJECT BLACKBIRD & LIVE TOURING EVENT

PROJECT BLACKBIRD is a 501(c)3 organization that works to de-stigmatize eating disorders and mental health conversation within underrepresented communities.

PROJECT BLACKBIRD's cornerstone program is a live touring event that encourages conversations around the crises and stigma related to mental illness and eating disorders within underrepresented communities internationally. The touring event features a screening of the award-winning short film BLACKBIRD, a clinician-based journaling exercise, and a celebrity panel discussion featuring NFL, NBA, film, music, and industry mental health advocates alongside Project Blackbird founder Alexandra Miles. Each event also provides participants with local, national, and campus resources to begin the journey toward recovery and self-acceptance. Recent events include panels at the Sundance Film Festival, South by Southwest (SXSW), and the Cannes Film Festival.

New this year, PROJECT BLACKBIRD is grateful to fund free therapy for 700 students participating in our tour with our partners at **Talkspace**. We are honored to encourage and empower participants to confront mental health struggles in their lives that may be causing them shame to give those situations less power.

## #SHEDSHAME 2025







## YOUNG ADULT MENTAL HEALTH EVENTS

Focusing on young adult mental health at the collegiate and high school levels is where PROJECT BLACKBIRD's mission began, and these events make up half our annual tour.

This panel features Alexandra (Founder of PROJECT BLACKBIRD), Kendra ("the original Blackbird" whose story is depicted in the short film Blackbird), and a celebrity panelist who is a draw for students in that particular market/region/school. The conversation focuses generally on mental health, how to shed shame around mental issues or struggles they may be facing, and encourage attendees to take advantage of PROJECT BLACKBIRD's official partnership with Talkspace to offer complimentary therapy to young adults who participate in our program.

## #SHEDSHAME







## ATHLETE-FOCUSED EVENTS

One of PROJECT BLACKBIRD's event formats is tailored to collegiate student-athletes, which includes a panel discussion featuring a sports star from the NFL or NBA. We have partnerships with both the NFL Players' Association and the NBA Players' Association, with additional partnerships in development. These events help student-athletes understand that they are not the only ones dealing with the unique situation of balancing their studies with practices, games, and the toll that can take on their mental health.

For example, our outstanding panel featuring Corey Coleman (Kansas City Chiefs Wide Receiver), Dominique Easley (Super Bowl XLIX Champion), and NFL Veteran Marcus Smith II, passionately delved into NFL and Athlete perspectives on mental health, sparking meaningful conversations and striving to normalize conversation everywhere.



**#SHEDSHAME**







## EATING DISORDER- FOCUSED EVENTS

With event formats directly addressing and focusing on Eating Disorders, PROJECT BLACKBIRD also debunks myths, addresses the signs and struggles of an eating disorder, creates conversations around discrepancies in treatment and awareness, and provides guidance on how to support those in need. We shed light on the various struggles that might lead to eating disorder behaviors and/or an eating disorder diagnosis, and tailor the resource fair to specific eating disorder resources. General mental health providers and resources are also present, but this event highlights the eating disorder topic more specifically.

Examples of this format include professional organizations and journals around mental health, and we have brought this topic in as a hybrid at film festivals to ensure advocacy within the entertainment industry.

**#SHEDSHAME**







# FILM + SOCIAL IMPACT EVENTS

PROJECT BLACKBIRD events at film festivals and accompanying impact lounges open with the full, 13-minute film Blackbird, but unlike other events, the panel discusses how film and media is a powerful tool to address social issues and educate the public. The panel includes actors and filmmakers with a conversation is intentionally crafted around mental health in narrative filmmaking and diverse representation. This is followed by a networking event involving gifts from like-minded health and wellness brands to enhance mental and physical health and connection at film festivals.

PROJECT BLACKBIRD has been presented at Sundance, Cannes Film Festival, SxSW, TIFF (Toronto International Film Festival), and Festival of Cinema New York City 2024.



## #SHEDSHAME







## OUR IMPACT



WE'VE REACHED OVER

**20,000**

HEARTS

INCLUDING STUDENTS,  
ADVOCATES, ALLIES, SURVIVORS



WITH A TOTAL OF

**18**

EVENTS

YOUNG ADULT, ATHLETE,  
ED-FOCUSED & FILM



... WITH OUR GALA, WE WILL

**2X**

OUR ANNUAL IMPACT

WITH EVENTS, FREE THERAPY,  
ACTIVATIONS & RESOURCES

Talkspace

**#SHEDSHAME**





# MEET THE PROJECT BLACKBIRD TEAM



**ALEXANDRA MILES**  
Founder, Project Blackbird



Alexandra Miles is a Savannah, GA based producer, actor, and non-profit founder with a focus on narrative film and mental health impact. Alexandra earned degrees in Business and Fine Arts from Boston University and SCAD before producing the short film Blackbird. She founded the non-profit Project Blackbird in 2022, and she works tirelessly to bring the message of shedding shame around mental health issues to students, conference attendees, and film festival attendees worldwide.



**PAULA EDWARDS GAYFIELD**  
Panel Moderator



Paula Edwards-Gayfield, LCMHCS, LPC, CEDS-C, BC-TMH, is a Regional Asst VP and Diversity & Inclusion Co-Chair at The Renfrew Center. She is an experienced presenter addressing eating disorders and diversity, as well as a contributor to the book, Treating Black Women with Eating Disorders: A Clinician's Guide. She is a certified member and approved supervisor (CEDS-S) of IAEDP, the International Association of Eating Disorders Professional and a former Co-Chair of the African American Eating Disorder Professionals – Black, Indigenous and People of Color Committee (AAEDP-BIPOC). She is a member of the National Eating Disorders Association (NEDA) Clinical Advisory Council and serves on the advisory board for Eating Disorder Recovery Support (EDRS).



**KENDRA WILLIAMS**  
Panelist



BoKendra Williams is an advocate for fostering conversations that destigmatize mental illness within underrepresented communities. She shines a light on the damaging effects of eating disorders and emphasizes the importance of recovery. Kendra studies Sociology at Mt. San Jacinto Community College and aspires to acquire her PhD. She also enjoys spending time with her pets, Nala the guinea pig, and Agatha the Russian tortoise, as well as listening to music and reading.



**KAIT HALIBOZEK**  
Tour Manager



Kait Halibozek is a freelance impact producer and grassroots marketing strategist based in Los Angeles, CA. With a decade of experience working at the intersection of social impact and entertainment, she believes in the power of film to educate, inspire, and create social change. She has been part of the Project Blackbird team in a consulting capacity since 2024.



# GALA ACTIVATION OPPORTUNITIES WITH PURPOSE

*(Available for sponsors at the Benefactor level and above. All opportunities are customized pending collaborative conversations with our supporting partners.)*

## **VIP Reception Lounge**

- Branding as a VIP lounge sponsor during reception with strategic invitations
- Customized mental healthcare immersive activations
- Speaking opportunities for company executives to highlight a mental health advocacy mission

## **Valet Experience**

- Branded signage in valet area with creative branding to match sponsor objectives
- Thank you flyer and giveaway gifted to guests as they collect their cars

## **Registration/Guest Check-in Experience**

- Sponsored mental health fact or story piece handed to guests at registration
- Creatively integrated signage and branded tablecloth at registration

## **Floral Décor**

- Custom designed floral arrangements for tables that reflect the mission of Project Blackbird and the activating partner
- Creative branding in stage and cocktail reception floral decor
- Floral giveaways from an activation team as guests depart the event

## **Reception Table Décor**

- Integrated branding on cocktail tables, bar, or activations during cocktail hour reception

## **Bathroom Décor**

- Branded bathroom decor such as mirror clings, paper towels and decorative elements
- Complimentary branded personal healthcare items





## ADDITIONAL OPPORTUNITIES

### PROGRAM AD OPPORTUNITIES

#### Special Ad - \$5,000

- 7.5" x 10" Full color ad on inside or outside cover
- 2 tickets/seats to the gala at the same table with priority room placement
- 2 VIP tickets to the cocktail reception

#### Ad Only

- 7.5" x 10" Full Page Ad | \$1,000
- 7.5" x 5" Half Page Ad (Horizontal or Vertical) | \$500
- 3.75" x 5" Quarter Page Ad (Horizontal or Vertical) | \$250
- "Friends" Listing | \$100
  - Name listed in acknowledgments

**YOUR  
AD  
HERE**

EXCLUSIVE OPPORTUNITY  
TO SHOW YOUR SUPPORT

300 DPI | PDF OR TIF FILE | OPTION FOR COLOR  
PRINT (CMYK)

Deadline: COB Eastern Time, Friday, April 18, 2025

### IN-KIND OPPORTUNITIES

- Goodie Bags
- Goodie Bag Inserts
- Silent Auction
- Live Auction





# #SHEDSHAME 2025

## CONTACT

TO SPONSOR THE GALA OR FOR MORE INFORMATION CONTACT [ALEXANDRA@PROJECTBLACKBIRDINC.ORG](mailto:ALEXANDRA@PROJECTBLACKBIRDINC.ORG)

New message

← → ↺ 🔍 ☆ ≡

To...**ALEXANDRA@PROJECTBLACKBIRDINC.ORG**

Subject...**I WANT TO SUPPORT THE GALA**

**I AM INTERESTED IN SUPPORTING MENTAL HEALTH WITH PROJECT BLACKBIRD AT THE BENEFIT GALA. ❤️**

SEND



# THANK YOU



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