

LSF HEALTH SYSTEMS PRESENTS THE

VIRTUAL BEHAVIORAL HEALTH INNOVATION CHALLENGE

A PRELUDE TO THE BEHAVIORAL HEALTH INNOVATION SUMMIT



OCTOBER 19, 2021

12 p.m. – 2 p.m.

SPONSORSHIP OPPORTUNITIES



HEALTH
SYSTEMS

SPECIAL KEYNOTE SPEAKER



Nick Kittle, Innovation Coach and Author of Sustainovation

Building Sustainable Innovation, One Wildly Creative Idea at a Time

PRESENTING SPONSOR | \$7,500

JUDGES' AWARD | \$5,000 SOLD

PEOPLE'S CHOICE AWARD | \$2,500

INNOVATOR | \$1,000

PIONEER | \$500



ABOUT THE EVENT

LSF Health Systems' inaugural Behavioral Health Innovation Challenge is designed to embolden not-for-profit behavioral health organizations and inspire them to develop innovative solutions that address specific challenges and achieve value and impact for both the individuals and the communities they serve.

Not-for-profit community mental health centers and substance use prevention and treatment provider organizations in LSF Health Systems' 23-county region in Northeast and North Central Florida will compete via a three-minute video submission highlighting an innovative project or initiative for a chance to win one of two innovative behavioral health program awards:

REGIONAL INNOVATION AWARDS

- Judges' Award: Prize of \$5,000
- People's Choice Award: Prize of \$2,500

LSF HEALTH SYSTEMS

LSF Health Systems is the *second-largest* of seven behavioral health Managing Entities contracted by the Florida Department of Children and Families to oversee the state-funded system of behavioral health care for individuals with mental health or substance use disorders. We contract with more than *55 leading behavioral health organizations in a 23-county region* in Northeast and North Central Florida to provide a comprehensive system of mental health and substance use prevention, treatment and recovery support services. Each year, our provider network serves more than *1.2 million* uninsured or underinsured *children and adults* who live in poverty. As a regional behavioral health leader, LSF Health Systems convenes and collaborates with local businesses, state and county officials, school districts, health departments, law enforcement and criminal justice agencies, foundation leaders, family members and other healthcare and social service stakeholders to:

- solve problems and facilitate solutions to complex behavioral health issues
- expand access to services and programs to improve the health and well-being of children and families
- provide behavioral health training and continuing education to professionals and the public at large
- increase the capacity and promote the sustainability of the behavioral health care infrastructure in our region

We are an arm of Lutheran Services Florida (LSF), a not-for-profit 501(c)(3) human services agency with more than 35 years of experience helping people in need, regardless of religious affiliation, age, or national origin. LSF currently touches the lives of *1 in 50 Floridians every year* through more than 60 programs that employ *1,200 staff* working in *35 counties* throughout the state.



7 Reasons to [Sponsor](#) the Behavioral Health Innovation Challenge

1. **Be a part of the solution:** **Empower** community-based not-for-profit organizations to develop new, impactful strategies to solve complex behavioral health issues affecting our children, families, neighbors, employees and colleagues.
2. **Help us create** a world of **safe children, strong families, and vibrant communities.**
3. **Discover** leading not-for-profit agencies in your community that are making an impact.
4. **Invest** in innovation and help fuel new and impactful strategies to help children and families restore **mental wellbeing**, achieve **recovery from opioid and other drug use disorders**, recover from **chronic homelessness**, become **meaningfully employed**, and more.
5. **Get noticed** by:
 - **More than 50** not-for-profit organizations in the LSF Health Systems network who employ more than **4,400** people and serve more than **1.2 million individuals** per year
 - **100+** LSF Health Systems partners, including colleges and universities, hospital systems, school districts, businesses and government agencies, funders, and other health and social service organizations in each of our 23 counties
 - **1,400+** email subscribers
 - **Thousands of** website visitors each month
 - **Hundreds of** social media followers
6. **Share** your company's vision and innovative products with our audience and network with community leaders and decision-makers.
7. **Earn** a seat at and get recognized at our Spring 2022 Behavioral Health Innovation Summit at the GuideWell Innovation Center, in Lake Nona, Florida.

CORPORATE SPONSORSHIP LEVELS

PRESENTING SPONSOR | \$7,500 | LIMIT 1

- recognition as a Presenting Sponsor at the October 2021 Virtual Challenge in event programs and in all pre- and post-event promotional materials and news releases
- opportunity to address the audience during opening remarks and to introduce our keynote speaker
- opportunity to play short promotional video during event
- virtual exhibit booth with critical analytics (from October 19, 2021 – January 18, 2022)
- prominent logo placement and link on video submission/voting webpage and on LSF Health Systems website (from August 19, 2021 - October 19, 2021)
- spotlight as presenting sponsor in one event-oriented email and one pre-event social media post
- recognition as the Innovation Challenge Sponsor at the April 2022 Summit with logo inclusion in one pre- and one post-event email and a spotlight in one social media post
- admission for four (4) to the April 2022 Behavioral Health Innovation Summit at GuideWell Innovation Center, Lake Nona, FL

JUDGES' AWARD SPONSOR | \$5,000 | LIMIT 1 SOLD

- recognition as the Judges' Award Sponsor at the October 2021 Virtual Challenge with logo placement in the event program
- opportunity to introduce the judges and the winner of Judges' Award
- virtual exhibit booth with critical analytics (from October 19, 2021 – January 18, 2022)
- logo placement and link on video submission/voting webpage (from August 19, 2021 - October 19, 2021)
- inclusion in one pre-event email and one sponsorship-related social media post
- recognition as Judge's Award Sponsor at the April 2022 Summit with logo inclusion in one pre- and one post-event email
- admissions for two (2) to the April 2022 Behavioral Health Innovation Summit at GuideWell Innovation Center

PEOPLE'S CHOICE AWARD SPONSOR | \$2,500 | LIMIT 1

- recognition as the People's Choice Award Sponsor at the October 2021 Virtual Challenge with logo placement in event programs
- opportunity to introduce the winner of the People's Choice Award
- virtual exhibit booth with critical analytics (from October 19, 2021 – January 18, 2022)
- logo placement and link on video submission/voting webpage (from August 19, 2021 - October 19, 2021)
- recognition as the People's Choice Award Sponsor at the April 2022 summit with logo inclusion in one event-oriented email
- admission for one (1) to the April 2022 Behavioral Health Innovation Summit at GuideWell Innovation Center

INNOVATOR | \$1,000

- listing in the program and on the video submission/voting webpage for the October 2021 Virtual Challenge
- recognition as a corporate sponsor for the April 2022 Summit with listing in one event-oriented email
- admission for one (1) to the April 2022 Behavioral Health Innovation Summit at GuideWell Innovation Center

PIONEER | \$500

- listing in the program and on the video submission/voting webpage for the October 2021 Virtual Challenge

SPONSORSHIP DEADLINES

- signed sponsorship agreement: September 10, 2021.
- payment, digital logo and other materials as applicable: September 15th, 2021.



LSF Health Systems is an arm of Lutheran Services Florida (LSF), a 501 c (3) organization registered in the state of Florida. A COPY OF THE OFFICIAL REGISTRATION (#CH-13359) AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-HELPFLA (1-800-435-7352) WITHIN THE STATE OR VISITING <https://www.fdacs.gov/Divisions-Offices/Consumer-Services>. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

COMMITMENT FORM

Today's Date: _____

Contact Person: _____

Company: _____

Publication Name: _____

Signature of Authorized Representative: _____

Print Name (if different from above): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PLEASE RESERVE THE FOLLOWING SPONSORSHIP

For a list of sponsorship benefits, please see attached description of sponsorships. Invoice available by request.

- \$7,500 | Presenting
- \$5,000 | Judges' Award
- \$2,500 | People's Choice Award
- \$1,000 | Innovator
- \$500 | Pioneer
- Other: _____

Total Enclosed: \$ _____

PAYMENT OPTIONS

Payment must be received by September 15th, 2021 to be included in promotional efforts.

Pay online at www.lsfhealthsystems.org – Click on Sponsor an Event

- Please invoice (top portion of form must be complete)
- Check Payable to: LSF Health Systems
Mailing Address: 9428 Baymeadows Road, Jacksonville, FL 32256
- Credit Card: Visa MasterCard Discover American Express

Name on Card: _____

Billing Address (must match credit card): _____

City: _____ State: _____ Zip: _____

Card Number: _____ Email: _____

Expires: _____ CCV#: _____

RETURN TO

karen.verhelst@lsfnet.org | 904-330-8934 | 9428 Baymeadows Road, Jacksonville, FL 32256