



Let's **Talk** About it

MENTAL HEALTH
AWARENESS DAY

Mental Health Awareness.
Community Healing.
Real Access.

One Day. The Walk and the Gala.

**12 SEPT
2026**

EUSTRESS INC.

**SPONSORSHIP
DECK**

EUSTRESS INC.

Lets
Talk
About it

BERTIE COUNTY
12 SEPT
2026

www.eustressinc.org | info@eustressinc.org

Mental health is not a luxury - it is a lifeline. For over a decade, Eustress Inc. has been on the frontlines of that truth, bringing mental health awareness into communities that have too often been left out of the conversation. This year, we are bringing that work home.

On September 12, 2026, Eustress Inc. will present the **Let's Talk About It Mental Health Awareness Day** in Bertie County, NC, in partnership with the Bertie County YMCA. The **Mental Health Awareness Walk** begins at **9:00 AM at the Eustress Event Center in Windsor**. The **Mental Health Awareness Gala** begins at **6:00 PM at the Greenville Convention Center in Greenville, NC**.

Bertie County is where Eustress Inc. was built. It is a community where mental health resources are scarce, stigma runs deep, and the need is real. Bringing this day home is not a logistics decision, it is a values decision. And we need partners who get that.

Every sponsorship covers the full day: the morning Walk in Windsor and the evening Gala in Greenville. You reach families on the ground and you sit in the room where the scholarship and the awards are presented that night. One commitment, both experiences.

Your sponsorship directly funds the Walk, the Gala, the Why Eustressin' Scholarship for Black male mental health graduate students, and year-round programming serving Bertie County and surrounding rural communities. Every dollar invested here goes further, and means more, than in any major metro.

Sponsorship begins at \$1,500 and scales to \$7,500 for our Presenting Partner, whose brand is woven into the identity of the entire day. Every level includes both the Walk and the Gala. Each one delivers real brand presence, authentic community connection, and an association with work that matters in a place that is too often overlooked.

If you are ready to be part of something that matters, something you can point to and say, "We helped make that happen" - we want to hear from you.

With gratitude and good stress,

Rwenshaun Miller

Rwenshaun Miller
Executive Director, Eustress Inc.

WHO WE ARE

Eustress Inc. is a 501(c)(3) nonprofit founded on the belief that stress - reframed as eustress, the kind that motivates, challenges, and leads to fulfillment - can transform lives. We center Black and underserved communities, with a particular focus on students, young adults, and athletes. Our roots are in Bertie County, NC - and our reach extends to Charlotte, Chapel Hill, and globally, from Accra, Ghana to Rio de Janeiro, Brazil.

This event marks a homecoming. Bringing Let's Talk About It to Bertie County is a deliberate investment in a rural community where mental health infrastructure is limited, resources are thin, and people are hungry for exactly this kind of conversation.

The day carries two halves: a morning Walk that brings the community outside, and an evening Gala that honors the people doing the work.



EUSTRESS INC. + BERTIE COUNTY YMCA

12 SEPT
2026

Mental Health
Awareness Day



To raise awareness on the importance of mental health in underserved communities, allowing individuals to identify and overcome challenges to achieve a healthier and more productive life.

EVENT DETAILS

ONE DAY, TWO EXPERIENCES

EUSTRESS INC. + BERTIE COUNTY YMCA

**Let's
Talk
About it**

*Mental Health
Awareness Walk*

12 SEPT 2026
START 09:00 AM
Eustress Event Center
1001 S King Street, Windsor NC 27983

REGISTER AT: [EUSTRESSINC.ORG/EVENTS](https://eustressinc.org/events)

EUSTRESS INC. + BERTIE COUNTY YMCA

**Let's
Talk
About it**

*Mental Health
Awareness Gala*

12 SEPT 2026
AT 06:00 PM
Greenville Convention Center
303 GREENVILLE BLD SW, GREENVILLE, NC 27834

REGISTER AT: [EUSTRESSINC.ORG/EVENTS](https://eustressinc.org/events)

9:00 AM WALK IN WINDSOR. 6:00 PM GALA IN GREENVILLE.
YOUR SPONSORSHIP COVERS BOTH.

THE GALA

6:00 PM, GREENVILLE CONVENTION CENTER

300 guests in the room: clinicians, coaches, pastors, elected officials, youth and their families who walked that morning.

The program includes dinner and reception, the presentation of the Why Eustressin' Scholarship to a Black male graduate student pursuing a mental health degree, and the Let's Talk About It Awards recognizing a Peer, a Clinician, and a Community Organization moving the work forward in rural North Carolina.

The Walk is where the community shows up. The Gala is where the work gets honored. Your sponsorship covers both.



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Awareness Day

Every sponsorship level includes
seats at this table



THE IMPACT

What your support makes possible

4500+

Walkers since
2016 across every
Let's Talk About It
location

10000+

Therapy sessions
funded and facilitated
since 2020

19

Scholarships
Awarded since
2019

10+

Years of
Impact

WHAT YOUR BRAND REACHES ON SEPTEMBER 12

200 walkers on the ground in Windsor | 300 guests seated at the Gala in Greenville
| 5000 subscribers on the Eustress email list | 7000 followers across Eustress
social channels | 13 campaign posts between now and September 12



EUSTRESS INC. + BERTIE COUNTY YMCA

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Awareness Day

WHAT WE DO

1

Let's Talk About It Mental Health Walk

Our signature Walk has brought 4,500 people out across a decade and multiple cities. The 2026 edition comes home to Bertie County, 9:00 AM at the Eustress Event Center in Windsor, NC.

2

Mental Health Awareness Gala

An evening of recognition featuring the Why Eustressin' Scholarship presentation and awards for our Peer, Clinician, and Community Organization honorees. Greenville Convention Center, 6:00 PM. Every sponsorship level includes seats.

3

Why Eustressin' Scholarship

21 Scholarships awarded since 2019 to Black male graduate students pursuing advanced degrees in mental health, building the next generation of culturally competent clinicians.

4

Young Eustress Initiative

Community-based program embedded in Bertie County athletic programs, building mental health literacy and coping skills where they are needed most.

5

Mental Health Mentors

Our Mental Health Mentors are trained high school students in Bertie County who serve as peer lay-counselors. We equip them with the tools to support their community from the inside out.

6

Vents & Vibes

Monthly safe-space meeting where males of all ages discuss mental health openly, no judgment, all growth.

ONE DAY TWO EXPERIECES

9:00am

WINDSOR

A community walk through Bertie County: families, students, student athletes, and the people who serve them.

6:00pm

GREENVILLE

A seated evening of scholarship, awards, and recognition.

One Sponsorship, Both Rooms

PARTNERSHIP TIERS

Fuel the
movement.
Transform
Lives.

Every level includes
the Walk and the Gala



Presenting Partner

\$7500

1 Available

Let's Talk About It Day presented by [Brand], across both events

- Naming rights across the Walk and the Gala
- Walk: premium activation space, logo on t shirts and route signage, welcome remarks from the stage at 9:00 AM
- Gala: 10 minutes at the podium, reserved table for 8, brand on the stage screen throughout the program
- Named partner of the Why Eustressin' Scholarship
- 2 dedicated emails to the full database
- Content collaboration, logo on eustressinc.org through Sept 2027



Impact Partner

\$5000

2 Available

Sponsor a future mental health professional

- Names a Why Eustressin' Scholarship recipient and presents the award on stage
- Walk: prominent logo on all materials, activation space, recognition at the start line
- Gala: 5 minutes of remarks or a panel seat, 6 seats
- 1 dedicated email to the full database
- Post event newsletter feature



Community Partner

\$2500

6 Available

- Walk: logo on all materials, vendor and activation space
- Gala: 4 seats, logo in the printed program and on the stage screen
- Verbal recognition during the awards segment
- Social recognition across the campaign
- Logo on eustressinc.org through Sept 2027



Activation Sponsor

\$1500

4 Available

Own a named on site experience

Choose ONE:

- Youth Mental Health Zone,
- Wellness Lounge,
- Eustress Check In Booth,
- Mental Health Kit
- Walk: exclusive zone naming rights, branded on site presence, logo on all materials
- Gala: 2 seats, name in the printed program
- Social mentions across the campaign

HOME GROWN SUPPORTER

\$500

NAME ON THE SPONSOR BANNER IN WINDSOR, NAME IN THE GALA PROGRAM, SOCIAL THANK YOU. BUILT FOR BERTIE COUNTY BUSINESSES.



12 SEPT
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ACTIVATION SPONSOR

\$1500

Choose *one*
Branded Experience

SPONSOR BENEFITS



Branding tied to the experience



On-site presence



Social mentions

Each Activation Sponsor at \$1,500 receives exclusive zone naming rights, branded on site presence, logo on all materials, social and newsletter integration, and 2 seats at the Gala that evening.

Youth Mental Health Zone

Sponsor Branded interactive space serving young Walk attendees with mental wellness activities and resources.

Wellness Lounge Sponsor

Branded calm-down zone featuring breathwork, grounding tools, and peer support resources.

Eustress Check-In Booth Sponsor

First point of contact for all Walk participants, prime brand visibility from arrival to finish.

Mental Health Kit Sponsor

Your logo on every resource kit distributed to Walk and Gala attendees, goes home with them.

The Activation Sponsor tier is where creativity wins. Instead of generic benefits, you own a named on site experience that is tangible, photographable, and directly tied to the Bertie County community you are investing in.

BENEFIT	ACTIVATION \$1,500	COMMUNITY \$2,500	IMPACT \$5,000	PRESENTING \$7,500
WALK, WINDSOR, 9:00 AM				
Logo in all pre-event marketing and social	✓	✓	✓	✓
Activation or vendor space on site	✓	✓	✓	Premium
Exclusive named zone, choose one of four	✓			
Logo on Walk t shirts				✓
Logo on route signage			✓	✓
Verbal recognition at the start line	✓	✓	✓	✓
Welcome remarks from the stage				✓
GALA, GREENVILLE, 6:00 PM				
Seats at the Gala	2	4	6	8
Reserved table with your name on the card				✓
Name or logo in the printed program	Name	Logo	Logo	Logo
Logo on the stage screen		✓	✓	Throughout
Recognition during the awards segment		✓	✓	✓
Time at the podium			5 Min	10 Min

BENEFIT	ACTIVATION \$1,500	COMMUNITY \$2,500	IMPACT \$5,000	PRESENTING \$7,500
GALA, GREENVILLE, 6:00 PM				
Names and presents a scholarship recipient			✓	✓
Named partner of the Why Eustressin' Scholarship			✓	✓
YEAR ROUND				
Logo on eustressinc.org through Sept 2027	✓	✓	✓	Throughout
Social mentions across the campaign	✓	✓	✓	✓
Dedicated email to the full database			1	2
Post event newsletter recognition		✓	✓	✓
Content collaboration and co storytelling				✓
Title naming, presented by [Brand]				✓
AVAILABILITY	4	6	2	1

Every level includes both the Walk and the Gala.

Homegrown Supporter, \$500: name on the sponsor banner in Windsor, name in the Gala program, and a social thank you.

COMMITMENT FORM

EUSTRESS INC. | www.eustressinc.org
@EUSTRESSINC | info@eustressinc.org

Details

Organization / Company Name: _____

Contact Name & Title: _____

Mailing Address: _____

Phone: _____

Email: _____

Website: _____

T-SHIRT SIZES

S _____ M _____ L _____

XL _____ 2XL _____ 3XL _____

Commitments are due by August 21, 2026. Payment by check or money order payable to Eustress Inc., or online at eustressinc.org. Custom and in kind partnerships, and expanded packages above the Presenting level, are available. Email info@eustressinc.org.

Select Sponsorship Level

☐ **PRESENTING PARTNER** — \$7,500

(1 available - naming rights included)

☐ **IMPACT PARTNER** — \$5,000 (2 available)

☐ **COMMUNITY PARTNER** — \$2,500 (6 available)

☐ **ACTIVATION SPONSOR** — \$1,500 (4 available)

☐ **HOMEGROWN SUPPORTER** — \$500

IF ACTIVATION SPONSOR CHOOSE YOUR ZONE

☐ Youth Mental Health Zone Sponsor

☐ Wellness Lounge Sponsor

☐ Eustress Check-In Booth Sponsor

☐ Mental Health Kit Sponsor

NOT SPONSORING BUT WANT TO BE IN THE ROOM

☐ Gala Table, \$1,000 for 10 seats, table card with your name or organization

☐ Individual Gala seats, quantity _____

YOU'RE NOT
SPONSORING
AN EVENT.

You're
investing in
community
wellness.



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