



THE BEEHIVE ALLIANCE

SPONSORSHIP

PLEASE JOIN US IN CREATING A BUZZ AROUND
PEDIATRIC MENTAL HEALTH

2026

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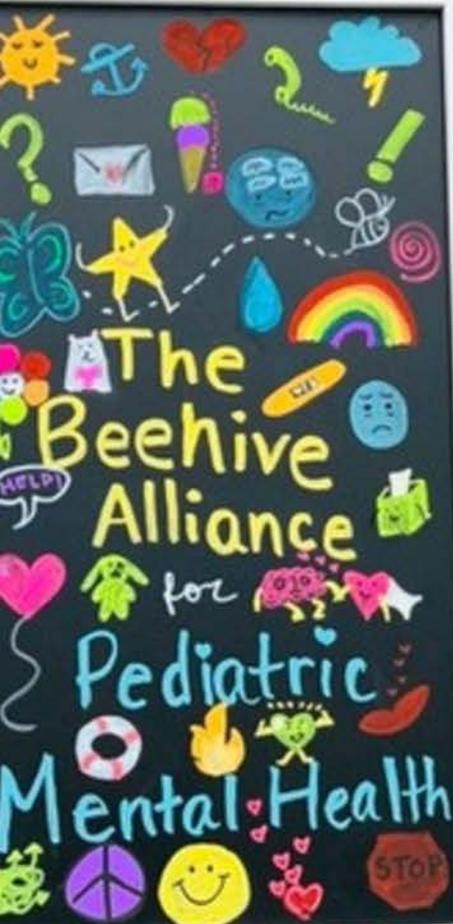
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Raise Funding
Increase Awareness
Amplify The Voices of Experts
Combat Stigmas from the Ground Level

WHO WE ARE

OUR PARTNERSHIP WITH NCH & KMHF

- Supports Nationwide Children's Hospital's Big Lots Behavioral Health Pavilion, the nation's largest pediatric center dedicated to child and adolescent mental health
- Advances the nationwide reach of The Kids' Mental Health Foundation (formerly On Our Sleeves)
- Funds critical research, care, and mental health programming for children and adolescents
- Amplifies expert voices to raise awareness, reduce stigma, and drive change

CREATING A BUZZ AROUND CHILDREN'S MENTAL HEALTH SINCE 2019

The Beehive Alliance is a fully volunteer-led organization dedicated to raising awareness of pediatric mental and behavioral health. We fund programs, resources, and research that strengthen the mental well-being of children nationwide.

EVENT	DETAILS	RAISED IN 2025
#BuzzforPMH Lemonade Stands	Family-hosted stands from across the country sell lemonade and raise awareness in conjunction with our online campaign .	\$20,000
Mental Health Fair	Our free back-to-school fair with Seeds of Caring provides kids with mental health tools they can use all year long.	150 CHILDREN SERVED & 250 BACKPACKS FILLED
A Night In the Hive	Our adult-only fundraiser to raise funds and awareness.	\$110,000
Party In the Patch	A family-friendly fundraiser at the farm that provides a low pressure way for families to connect about mental health.	\$20,000

38

Committed members representing 6 Columbus neighborhoods

94%

Exec retention rate 6 years or more.

100%

Passionate unpaid volunteers - from membership to exec team

IMPACT SUMMARY

\$590,000

Donated to Children's Behavioral Health Pavilion & Kids Mental Health Foundation since 2020

\$100,000

To fund a Mobile Resource Unit in 2023

\$65,000

Kids Mental Health Foundation Teacher Kits Subscription Boxes in 2022 - 23

\$100,000

In partnership with The Christina and Ryan Day Fund to create a program centered on Emotional Empowerment for children

750 +

Kindness kits & backpacks to Columbus Students since 2021

\$70,000

To develop the Safe Mind app is a tool that allows parents to monitor for suicide-related terms

"As a grassroots movement, we're able to make an impact by involving our communities to combat stigmas from the ground level. Our success is a direct reflection of our supporters' hope and passion for change in the world of Children's Mental and Behavioral Health."

- Katie Hesketh, BHA Development Team

DONATION DIVERSITY

● Individuals ● Foundations/Grants ● Sponsors ● Auction ● Ticket Sales ● Dues



THE BEEHIVE ALLIANCE

EIN: [85-1235719](https://www.irs.gov/efile) | www.thebeehivealliance.com

2025

2025 DONATION IMPACT SPOTLIGHT

With support from our community, we reached our goal of raising **\$170,000** for children's mental health! Every dollar raised was used to fund initiatives at Nationwide Children's Behavioral Health Pavilion and Kids Mental Health Foundation.

CLINICAL TRAINING PROGRAM

Ohio's children are facing a mental health crisis, with most kids receiving no care at all and families struggling to access support due to long waitlists and a shortage of specialized providers. Nationwide Children's Behavioral Health Pavilion is solving this by expanding who can deliver high-quality care. Using an innovative digital training platform developed at Harvard, the program trains Bachelor's-level providers to deliver simple, evidence-based interventions for childhood depression and anxiety directly in primary care, bringing effective treatment closer to where families already are.

At the same time, the Pavilion is strengthening the long-term mental health workforce by supporting entry-level specialists and nurses as they advance their education. Because psychiatric training is rare in traditional programs, this "grow our own" pipeline ensures more skilled providers, better retention, and sustainable staffing for Ohio's future. The Beehive Alliance's support helps make this transformative, scalable model possible, expanding access and delivering faster, more convenient care to the kids who need it most.



BUZZ FOR PMH LEMONADE FUNDRAISER



PARTY IN THE PATCH



KINDNESS KITS



SAFETY TOWN



MENTAL HEALTH FAIR



A NIGHT IN THE HIVE

THE KIDS MENTAL HEALTH FOUNDATION + GONOODLE SEASON 3

The Kids Mental Health Foundation and GoNoodle have joined forces to spark meaningful conversations about emotions and mental wellness for millions of children, parents, and educators across the country. GoNoodle's interactive movement and mindfulness videos, beloved by over 14 million monthly users, make learning about emotional regulation and "big feelings" fun, accessible, and engaging. Together, they've already created bilingual videos and companion resources that help kids build lifelong tools for understanding and managing their emotions, both in the classroom and at home. The Beehive has used these videos in our own Safety Town programming!

Now, we're expanding this impact with Season 3 of the series—an ambitious new chapter that our funding will help produce, animate, and distribute. Our new co-branded content will reach even more families nationwide, blending movement, creativity, and mental health education in a way kids truly love. This program not only aligns with classroom learning goals but also strengthens family well-being and emotional resilience at home. We're excited to be part of this transformative initiative that will have national reach.

SUMMARY OF EVENTS

BEE KIND TO YOURSELF - FREE MENTAL HEALTH FAIR

March 1st

The Beehive partners with local experts to provide a free event where we provide school-aged children with a "mental health toolkit" that they can use all year long.

#BUZZFORPMH LEMONADE FUNDRAISER

May 3rd

Our family-sponsored lemonade stands are a great way to get the whole family involved in helping us make a difference! Host your very own lemonade stands that benefit pediatric mental health, helping us to approach the issue from the ground level by decreasing stigmas and creating a buzz around pediatric mental health. To get involved by hosting a stand or matching donations email Meg@thebeehivealliance.com

PARTY IN THE PATCH

October 8th

This family-friendly fundraiser began as a fun way for families to come together safely in 2021. Hosted at Lynd Farm, participants enjoy all the fall fun - hayrides, corn mazes, zip lines, campfires, and more - in an environment that promotes low-pressure conversations about mental health in your own family.

A NIGHT IN THE HIVE

November 13th

Our biggest fundraising event of the year! This adults-only fundraiser brings the community together with moving speeches by mental health experts, live music, delicious food and drinks, and an exciting silent auction. This year our event will be held at the Columbus Athletic Club and have a new energy and reimagined theme!





#BUZZFORPMH COMMUNITY-LED LEMONADE STANDS

Each year, The Beehive Alliance kicks off Mental Health Awareness Month with our viral grassroots Lemonade Stand movement. This family-led fundraiser empowers kids and communities to create a **buzz for pediatric mental health** (#BuzzforPMH) and help stop stigmas from the ground up.

Families and businesses across our community and beyond volunteer to host stands, with all proceeds benefiting The Kids Mental Health Foundation and Nationwide Children's Behavioral Health Pavilion.

Examples of how businesses participate*

- A restaurant donates 10% of lemonade-day sales, or proceeds from a menu item
- A retailer spotlights a specific item, with proceeds donated
- A company matches all funds raised at a neighborhood stand
- A fitness studio donates the proceeds from a give-back class
- A team hosts a staff-led stand outside their business
- A business makes a flat donation to create momentum and excitement

*These are just examples! We'd love to collaborate on an idea that works best for your business and your goals.

We'll help spread the word!

The Beehive Alliance promotes participating businesses through email, social media, and our website, highlighting your support, your impact, and your commitment to children's mental health.

Business recognition includes

- Social media shout-outs and tagging
- Inclusion in Lemonade Stand email promotions
- Optional logo placement on the Lemonade Stand webpage
- Recognition tied directly to Mental Health Awareness Month

Lemonade Day is our single biggest day of social media engagement each year, with thousands of unique views as we share Lemonade Stand totals in real time.



A NIGHT IN THE HIVE

<h2>The Honeycomb</h2>	<ul style="list-style-type: none"> • 8 VIP Tickets • Title Sponsor • Specialty Cocktail Naming Rights 	<ul style="list-style-type: none"> • Interview to be included in presentation video • Largest Logo Feature on Signage • Verbal, Website, and social media recognition 	<h3>\$10,000</h3>
<h2>Queen Bee</h2>	<ul style="list-style-type: none"> • 6 VIP Tickets • Priority selection of Sponsorship Station: VIP Hour, Food, Silent Auction, Bars, etc. 	<ul style="list-style-type: none"> • Logo Included in presentation video • Large Logo Feature on Signage • Verbal, Website, and social media recognition 	<h3>\$5,000</h3>
<h2>Beekeeper</h2>	<ul style="list-style-type: none"> • 4 VIP Tickets 	<ul style="list-style-type: none"> • Logo Included in presentation video • Medium Logo Feature on Signage • Verbal, Website, and social media recognition 	<h3>\$2,500</h3>
<h2>Hive Member</h2>	<ul style="list-style-type: none"> • 2 VIP Tickets 	<ul style="list-style-type: none"> • Logo Included in presentation video • Small Logo Feature on Signage • Website, and social media recognition 	<h3>\$1,500</h3>
<h2>Friend of the Hive</h2>	<ul style="list-style-type: none"> • Logo or Name Included in presentation video 	<ul style="list-style-type: none"> • Website and Social Media Recognition 	<h3>\$250+</h3>
<h2>Auctioneer</h2>	<p>Donate An Item or Experience To Our Silent Auction</p>	<ul style="list-style-type: none"> • Clickable Link on Website • Logo and Name Recognition on Items 	<h3>\$100+</h3>



PARTY IN THE PATCH

<p>Queen Bee</p>	<ul style="list-style-type: none"> • 2 Family Passes • Title Sponsor • S'More's Station Exclusivity: Logo Marshmallows 	<ul style="list-style-type: none"> • Large Sponsorship Feature On Event Signage • Verbal, Website, and Social Media Recognition 	<p>\$5,000</p>
<p>Beekeeper</p>	<ul style="list-style-type: none"> • 1 Family Pass & 2 Tickets • Priority selection of Hayride, Barrel Train, Zip Line, Etc. 	<ul style="list-style-type: none"> • Large Sponsorship Feature On Event Signage • Verbal, Website, and Social Media Recognition 	<p>\$2,500</p>
<p>Hive Member</p>	<ul style="list-style-type: none"> • 1 Family Pass • Secondary selection of Sponsorship Station: Hayride, Barrel Train, Zip Line, Etc. 	<ul style="list-style-type: none"> • Medium Sponsorship Feature On Event Signage • Verbal, Website, and Social Media Recognition 	<p>\$1,000</p>
<p>Stigma Squasher</p>	<ul style="list-style-type: none"> • 2 Tickets 	<ul style="list-style-type: none"> • Small Logo Feature on Event Signage • Website, and social media recognition 	<p>\$500+</p>
<p>Friend of The Hive</p>	<ul style="list-style-type: none"> • Logo or Name Recognition on Signage 	<ul style="list-style-type: none"> • Website and Social Media Recognition 	<p>\$250+</p>
<p>Buzzing Bee [Raffle Donor]</p>	<p>Donate A Kid's Item To Our Family Raffle</p>	<ul style="list-style-type: none"> • Clickable Link on Website • Logo and Name Recognition on Items 	<p>\$20+</p>



READY TO SUPPORT?



ADDITIONAL QUESTIONS?

If there are questions regarding the events and sponsorship opportunities, please contact a Beehive Alliance team member or reach out at Katie@thebeehivealliance.com.

COMMITMENT OF SPONSORSHIP

Once you have decided you want to help break stigmas around pediatric mental health, please complete the Beehive Alliance Sponsorship Form linked [HERE](#). This information can also be found directly on our website.

DONATION SUBMISSION

Official donations can be fulfilled directly on our site [HERE](#). We accept ACH transfer, Zelle, Check, Credit Card*, PayPal*, or Venmo* for all donations. If there are any questions regarding payment submission, please contact your Beehive Alliance team member or send us an email.

*incurs a small fee

SPREAD THE WORD

Now that you have officially joined us in breaking stigmas around mental health, be sure to follow us at [@beehivealliance](#) on Instagram and stay up-to-date with all current events and activations!

THANK YOU!



CONTACT

Website

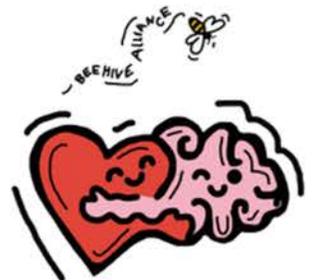
www.thebeehivealliance.com

Email

Meg@thebeehivealliance.com

Address

The Beehive Alliance
C/O Cohatch
1733 W Lane Ave.
#28
Columbus, OH 43221





OUR GENEROUS 2025 SPONSORS

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-  Tied with a Bow, Balloon Co
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-  The Well Collective
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-  Veldman Philanthropy Fund

 Indicates legacy donors who have contributed for two or more consecutive years.