



THE BEEHIVE ALLIANCE

# SPONSORSHIP

PLEASE JOIN US IN CREATING A BUZZ AROUND  
PEDIATRIC MENTAL HEALTH

2026

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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

38

Committed members representing 6 Columbus neighborhoods

94%

Exec retention rate 6 years or more.

100%

Passionate unpaid volunteers - from membership to exec team

"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 President

## 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

## IMPACT SUMMARY

\$590,000	\$100,000	\$65,000
Donated to Children's Behavioral Health Pavilion & Kids Mental Health Foundation since 2020	To fund a Mobile Resource Unit in 2023	Kids Mental Health Foundation Teacher Kits Subscription Boxes in 2022 - 23
\$100,000	750 +	\$70,000
In partnership with The Christina and Ryan Day Fund to create a program centered on Emotional Empowerment for children	Kindness kits & backpacks to Columbus Students since 2021	To develop the Safe Mind app is a tool that allows parents to monitor for suicide-related terms

## DONATION DIVERSITY

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



**THE BEEHIVE  
ALLIANCE**

EIN: 85-1235719 | [www.thebeehivealliance.com](http://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.

### 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

## #BUZZFORPMH LEMONADE FUNDRAISER

May

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](mailto:Meg@thebeehivealliance.com)

## BEE KIND TO YOURSELF - FREE MENTAL HEALTH FAIR

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. The exact timing for 2026 will be determined and announced in the coming months!

## A NIGHT IN THE HIVE

September

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!

## 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

## The Honeycomb

- 8 VIP Tickets
- Title Sponsor
- Specialty Cocktail Naming Rights
- Interview to be included in presentation video
- Largest Logo Feature on Signage
- Verbal, Website, and social media recognition

**\$10,000**

## Queen Bee

- 6 VIP Tickets
- Priority selection of Sponsorship Station: VIP Hour, Food, Silent Auction, Bars, etc.
- Logo Included in presentation video
- Large Logo Feature on Signage
- Verbal, Website, and social media recognition

**\$5,000**

## Beekeeper

- 4 VIP Tickets
- Logo Included in presentation video
- Medium Logo Feature on Signage
- Verbal, Website, and social media recognition

**\$2,500**

## Hive Member

- 2 VIP Tickets
- Logo Included in presentation video
- Small Logo Feature on Signage
- Website, and social media recognition

**\$1,500**

## Friend of the Hive

- Logo or Name Included in presentation video
- Website and Social Media Recognition

**\$250+**

## Auctioneer

Donate An Item or  
Experience To Our Silent  
Auction

- Clickable Link on Website
- Logo and Name Recognition on Items

**\$100+**



# PARTY IN THE PATCH

## Queen Bee

- 2 Family Passes
- Title Sponsor
- S'More's Station
- Exclusivity: Logo  
Marshmallows
- Large Sponsorship Feature  
On Event Signage
- Verbal, Website, and  
Social Media Recognition

**\$5,000**

## Beekeeper

- 1 Family Pass &  
2 Tickets
- Priority selection of  
Hayride, Barrel Train,  
Zip Line, Etc.
- Large Sponsorship Feature  
On Event Signage
- Verbal, Website, and  
Social Media Recognition

**\$2,500**

## Hive Member

- 1 Family Pass
- Secondary selection  
of Sponsorship  
Station: Hayride,  
Barrel Train, Zip  
Line, Etc.
- Medium Sponsorship  
Feature On Event Signage
- Verbal, Website, and  
Social Media Recognition

**\$1,000**

## Stigma Squasher

- 2 Tickets
- Small Logo Feature on  
Event Signage
- Website, and social media  
recognition

**\$500+**

## Friend of The Hive

- Logo or Name  
Recognition on  
Signage
- Website and Social Media  
Recognition

**\$250+**

## Buzzing Bee [Raffle Donor]

Donate A Kid's Item  
To Our Family Raffle

- Clickable Link on Website
- Logo and Name  
Recognition on Items

**\$20+**



# 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](mailto: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](http://www.thebeehivealliance.com)

**Email**

[Meg@thebeehivealliance.com](mailto:Meg@thebeehivealliance.com)

**Address**

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





# OUR GENEROUS 2025 SPONSORS

-  Abercrombie & Fitch Co. Brands
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Audrey Hopkins, Hopkins Design
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-  Boss Gal Beauty
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Calculated Hire
-  Cameron Mitchell  
Christy Gerlach
-  College Traditions
-  Columbus Counseling & Psychological  
Columbus Fury
-  Columbus Crew
-  Cotton Sugar Co
-  CoHatch Upper Arlington
-  Cover to Cover Bookshop  
Cultivart Columbus
-  Emily Vynalek Photography
-  Forest Products Group
-  GBQ
-  Germain Automotive Group
-  The Grindley Family
-  The Hess Press
-  Jo Dough Co Cookies
-  Jones Lumber  
Katie Sells Columbus
-  KB's Cakes & Bakes
-  Kristie Lewis & Family
-  Little One's Pediatric Dentistry
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-  Ohio Garden Gal
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-  Piada  
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-  Xenon Paddle LLC
-  Yard Sign Columbus
-  Veldman Philanthropy Fund

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