



Resilience • Outreach • Support • Healing • Navigation • Inclusion

SPONSORSHIP PROPOSAL

PARTNERING FOR IMPACT, GROWTH, AND VISIBILITY

PRESENTED BY
ROSHNI COUNCIL 2026 EXECUTIVE BOARD



WHO WE ARE

Roshni Council is a voluntary, community-based alliance. We are an unincorporated nonprofit group created to bring together individuals and organizations. We are committed to advancing mental health awareness, wellness, education, advocacy, and community support within South Asian communities.

EVENT OBJECTIVES

Unmasked: Breaking Stigma, Building Support is a South Asian Mental Health Conference bringing together clinicians, physicians, educators, students, nonprofits, wellness professionals, and community leaders committed to improving culturally responsive mental healthcare within South Asian communities.

BUILDING COMMUNITY

REDUCING STIGMA

EXPANDING ACCESS



DID YOU KNOW?

ABOUT 1 IN 4 SOUTH ASIAN AMERICANS IN A RECENT U.S. STUDY REPORTED HAVING RECEIVED A MENTAL-HEALTH DIAGNOSIS.

ONLY ABOUT 1 IN 5 SOUTH ASIAN AMERICANS IN THAT STUDY WERE CURRENTLY RECEIVING MENTAL-HEALTH CARE.

CULTURAL ACCESSIBILITY CAN DRAMATICALLY AFFECT WHETHER SOUTH ASIAN AMERICANS SEEK CARE.

KAPUR, BADSA & KAPADIA (2024)

UNMASKED 2027

January 29th, 2027
The Drawing Board- Richardson, Texas
www.roshnicouncil.com



SPONSORSHIP OPPORTUNITIES

PARTNERSHIP PACKAGES

We invite businesses, organizations, and community partners to join us in making **Unmasked: Breaking Stigma, Building Support** possible. Our sponsorship packages offer several levels of support with increasing opportunities for recognition, visibility, and engagement with attendees. Each level is designed to give sponsors a meaningful presence at the event while directly supporting mental health education, culturally responsive resources, and conversations that reduce stigma within the South Asian community.

 LOTUS SPONSOR

Lead the movement. Our premier Lotus Sponsors receive our highest level of visibility and recognition, including logo placement across event materials, expanded digital and social media spotlight promotion, prominent on-site recognition, and verbal acknowledgment during the program.

\$1,500 **MANGO SPONSOR**

Help the conversation grow. This includes Jasmine-level benefits such as the vendor table plus prominent logo placement on the website and event signage, dedicated social media recognition, and extra complimentary event tickets.

\$800 **JASMINE SPONSOR**

Plant the seed for change. Jasmine Sponsors provide foundational support while gaining visibility among attendees and community partners. Jasmine Sponsors receive a vendor table, logo recognition on the website, and recognition at the event.

\$400

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SPONSORSHIP LEVELS

PARTNERSHIP PACKAGES

BENEFITS	 LOTUS SPONSOR	 MANGO SPONSOR	 JASMINE SPONSOR
 Investment	\$1,500	\$800	\$400
 Logo on Website	✓ <i>Premium Placement</i>	✓	✓
 Logo on Event Signage	✓	✓	✓
 Social Media Recognition	✓ <i>Featured Spotlight</i>	✓	✓
 Conference Program Ad	Full Page	Half Page	Quarter Page
 Promotional Materials in Bags	✓	✓	
 Complimentary Registrations	4	2	1
 Verbal Recognition at Event	✓	✓	✓
 Vendor/Exhibitor Table	✓ <i>Premium Placement</i>	✓	✓

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MENTAL
HEALTH
MATTERS

2027

WHY SPONSOR US

THE VALUE OF YOUR SPONSORSHIP

Sponsoring **Unmasked: Breaking Stigma, Building Support** is an investment in a healthier, more connected South Asian community. Your support helps bring culturally responsive mental health education, trusted professionals, and practical resources together while positioning your organization alongside a mission that matters.

Sponsors gain meaningful visibility with an engaged community audience while helping us challenge stigma, normalize help-seeking, and create conversations that can continue long after the event ends.



TARGETED EXPOSURE

Dallas–Fort Worth is home to one of the country's largest and fastest-growing Asian communities.



MULTI-CHANNEL PROMOTION

DFW is now home to more than 200,000 South Asian Americans.



ENGAGEMENT OPPORTUNITIES

The South Asian–American population in Texas nearly doubled in just a decade.



SUPPORT A GREAT CAUSE

The South Asian–American share of Collin County's population nearly doubled in just one decade from 3.8% to 7.5%.

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LET'S CONNECT

JOIN US AS A SPONSOR

Your support can help change the way our community talks about mental health. By sponsoring Unmasked: Breaking Stigma, Building Support, you are investing in a future where South Asian individuals and families feel empowered to seek help, speak openly about mental health, and access culturally responsive resources without shame or stigma. Your partnership allows us to bring advocates together while demonstrating your organization's commitment to the well-being of the South Asian community.

Join us in breaking the silence, building support, and creating lasting change.

CONTACT US

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