



CELEBRATING YOUTH:

Sponsor Opportunities for the
Directing Change Film
Screening and Award Ceremony

OUR MISSION

Youth Creating Change delivers youth suicide prevention and mental health programs through film and art contests. The program equips youth with coping skills, resources, and the ability to recognize distress signs, seek help, and support peers. Our Directing Change Program and Film contest empowers youth to create short films addressing suicide warning signs and mental health, which are used for awareness and honored at an annual award ceremony.

OUR EVENT

The Annual Directing Change Award Ceremony in May celebrates the achievements of youth filmmaking in categories including Suicide Prevention, Mental Health, Substance Use, Through the Lens of Culture. Celebrities join to receive awards for excellence in mental health messaging in media. The event - attended by statewide nominees, parents, LA students, and mental health professionals - fills the 1,600-seat theater. You can get a sense of the event by watching highlights from our 2026 ceremony here:

<https://vimeo.com/1229102896>



YOUTH CREATING CHANGE

“

Throughout the experience, including attending the screening and awards ceremony, it was invaluable for the students to see themselves and their cultures reflected back at them on the screen, telling their own stories.

”

– Advisor



PRESENTING SPONSOR (\$50,000)

- Acknowledged as presenting sponsor on Marquee.
- Dedicated two-page spread in printed event program.
- Customized additional benefits at presenting sponsor level.
- Resource table, resources in student goody bags, prominent event signage
- Unlimited VIP tickets to event.
- Acknowledged as presenting sponsor on event flyer, event program, on screen, and event website.
- Acknowledged as event sponsor of the Youth For Social Change networking event hosted the night before the award ceremony.

SIGNATURE SPONSOR (\$25,000)

- Dedicated page in printed event program
- Resources on resource table
- Customized additional benefits at signature sponsor level
- 25 VIP tickets to event
- Acknowledged as signature sponsor on event flyer, event program, on screen, and event website.



YOUTH CREATING CHANGE



Directing Change
Program & Film Contest

— ADDITIONAL SPONSOR LEVELS

— GOLD SPONSOR (\$10,000)

- Acknowledged as Sponsor on event program, screen, and website
- Quarter-page dedicated space in printed event program
- Logo placement on event signage
- Resources on shared resource table
- 15 VIP tickets to the event

— SILVER SPONSOR (\$5,000)

- Acknowledged as Sponsor on event program and website
- Logo on shared event signage
- 10 VIP tickets to the event

— BRONZE SPONSOR (\$1,000)

- Listed as sponsor in printed event program
- 4 VIP tickets to the event



YOUTH CREATING CHANGE



Directing Change
Program & Film Contest

MERCH SPONSOR OPPORTUNITY

Each sponsorship includes recognition as sponsor on event program and website, and logo on selected items.

HOODIES

Qty 600 - \$25,000

Qty 150 - \$7,000

WATER BOTTLES

Qty 600 - \$10,000

Qty 150 - \$3,000

MENTAL HEALTH THRIVAL KITS

Qty 600 - \$7,000

Qty 150 - \$4,000



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