Where are you on your mental health arc?

The Arc12 Project is inspired by Howard University student Noah Thierry who is living with mental health issues. Arc12 is listening and taking action to help inform, inspire, and save lives. With an honest and solution-based approach to mental health, our heart-felt message holds firm: You are not alone!

The **Arc12 Project** seeks to bring awareness on issues facing students such as: LIVING THROUGH COVID, DATING, ANXIETY. **DEPRESSION, SOCIAL MEDIA, DRUG** ABUSE, SEXUALITY, and SUICIDE.

THE BENEFITS OF SPONSORSHIP:

- ✓ Become the Face for the Community as co-branded sponsor with this critically important initiative — Your category will have exclusive market sponsorship.
- ✓ Join us in all activations and press which translates into Free Advertising in its most powerful application "Cause-Related Marketing.'
- √ Join us in an innovative, actionbased, and forward-thinking approach to mental health whereby making a difference and saving lives.
- √ Link with a company who is already building alliances with PBS, US Congress, HBCUgo.tv, and credible media personalities.





12 PROJECT

OPEN LINES

















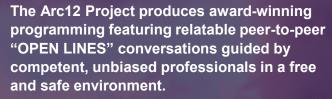






WE ARE CHANGING LIVES!

JOIN US ON THIS JOURNEY TO BETTER MENTAL HEALTH FOR HBCU STUDENTS **ACROSS AMERICA**



Arc12 Project Activations include:

- TELEVISION PROGRAMS titled "OPEN LINES"
- YOUTUBE STREAMS
- LIVE CAMPUS EVENTS
- HBCU LIVE EVENT TOURS
- PODCAST SERIES
- SOCIAL MEDIA ACTIONS
- SOCIAL MEDIA INFLUENCER INTEGRATIONS
- ORGANIZATION PARTNERSHIPS
- SELLING CUSTOM CANDLES online with proceeds going directly to organizations committed to the awareness and support of students with mental health issues who are seeking immediate help.

YOUR COMPANY OR BRAND **CAN BE THE LIGHT**

For students seeking mental wellness in their lives no matter where they may on the arc...

ARC12PROJECT.COM ARC12PROJECTCANDLES.COM #ARC12PROJECT

SPONSORSHIP PACKAGES ARE **AVAILABLE UPON REQUEST**



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