

# 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, action-based,** 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.



# WE ARE CHANGING LIVES!

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

The Arc12 Project produces award-winning programming featuring relatable peer-to-peer “OPEN LINES” conversations guided by competent, unbiased professionals in a free and safe environment.

### 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 be on the arc...

[ARC12PROJECT.COM](http://ARC12PROJECT.COM)  
[ARC12PROJECTCANDLES.COM](http://ARC12PROJECTCANDLES.COM)  
[#ARC12PROJECT](https://twitter.com/ARC12PROJECT)

**SPONSORSHIP PACKAGES ARE AVAILABLE UPON REQUEST**



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