THE 17th ANNUAL

MUSLIM MENTAL HEALTH CONFERENCE

SPONSOR BROCHURE

APRIL 11-12, 2025
SOHO BANQUET & EVENT CENTER
WESTLAND, MICHIGAN

Email: *psychiatry.MMH@msu.edu*
Subject: *Sponsorship MMHC 2025*

Muslim Mental Health Consortium
Department of Psychiatry
MICHIGAN STATE UNIVERSITY

MMHC 17TH ANNUAL MUSLIM MENTAL HEALTH CONFERENCE
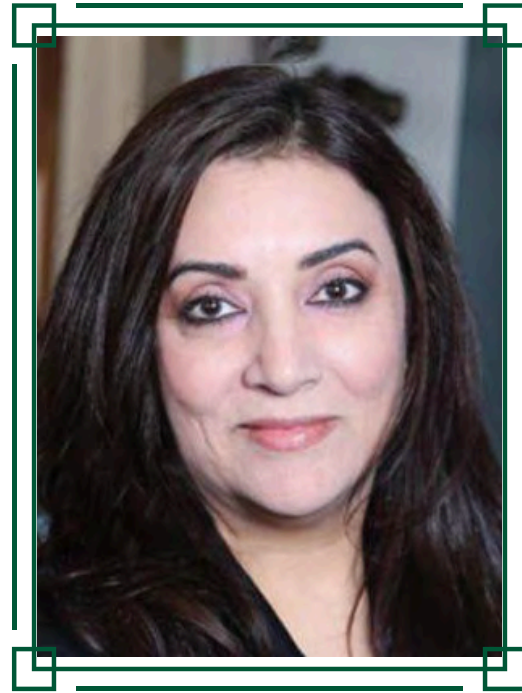
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About Us

FARHA ABBASI, MD

Founder, Executive Director

The Muslim Mental Health Conference (MMHC) is the longest-running academic conference dedicated to advancing mental health care for Muslim communities. Since its inception in 2009, MMHC has addressed the unique challenges faced by these underserved communities, often compounded by sociocultural, religious, and stigma-related barriers to care.

The success of the inaugural conference underscored the need for an annual platform to foster dialogue, innovation, and collaboration across education, research, and clinical practice. Over the past 17 years, MMHC has grown into a global hub, drawing speakers and participants from across the United States and over 30 countries. Its diverse programming reflects the complexity of the Muslim experience, tackling critical topics such as global mental health, Islamophobia, suicide prevention, refugee mental health, women's mental health, LGBTQIA+ issues, Islamic psychology, race in America, marriage, health informatics, and bioethics.

Now a hybrid event, MMHC engages over 600 participants, including mental health professionals, scholars, community leaders, and advocates. Beyond serving as a space for learning and networking, the conference has driven the growth of global Muslim mental health initiatives, hosted three international conferences and fostered academic and institutional partnerships.

MMHC is more than a conference—it's a catalyst for change, empowerment, and the advancement of cultural psychiatry and global mental health initiatives.

I invite you to support this vital work through your sponsorship and help shape the future of Muslim mental health.
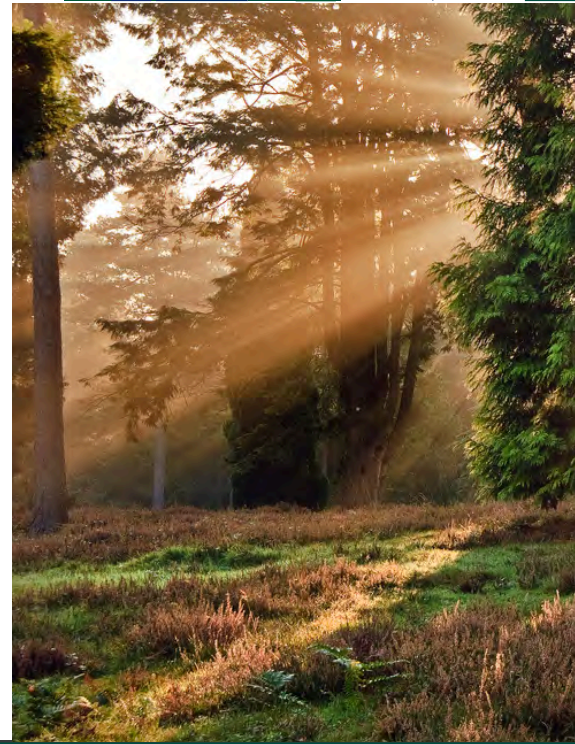
Mission & Vision

MMHC aims to advance cultural psychiatry and global mental health initiatives through meaningful engagement and collaboration between Muslim mental health professionals and the larger community.

House Trainings
We provide evidence-based, culturally sensitive training designed for Muslim faith leaders and community advocates.

Inspire Partnerships
We inspire partnerships by collaborating with organizations, providers, faith leaders, educators, and advocates to address the mental health needs of the Muslim community through culturally informed care.

Build Community
Building community is central to our mission, fostering an inclusive space where Muslim mental health professionals and trainees feel empowered.

Expect Excellence
We uphold the highest standards in Muslim mental health with fidelity to our values and a commitment to quality.

Leadership Team

Executive Board Members

Farha Abbasi, MD
Founder, Executive Director

Hilari Rhodabeck
Administrator

Hammad Ali, MMS
Operations & WHOVA

Bunmi Oyewuwo, PhD
Program

Aquila Hussain, MA, LPC
Marketing & Volunteer

Sana F. Ali, MD
Budget & Volunteer

Hanan Hashem, PhD
Program

Our sincere gratitude to the leadership at Michigan State University Department of Psychiatry for their continued support and advocacy.

Jed Magan, DO
Chairperson

Lisa Oliva, MBA
Business Office

Local Funding & Support

Michigan State University (MSU) hosts the Annual Muslim Mental Health Conference
and has been a consistent and generous sponsor.

Previous Michigan State University Sponsors:

- MSU Department of Psychiatry
- MSU College of Osteopathic Medicine
- MSU College of Human Medicine
- Provost Office
- Office of Institutional Diversity

Political Leaders Who Support the Muslim Mental Health Conference:

- Debbie Dingell, Member of Congress from Dearborn, MI
- Andre Carson, Member of Congress from Indiana
- Virg Bernero, Former Mayor of Lansing, MI
- Curtis Hertel, Senator of the State of Michigan
- Among others

In addition, MMHC receives funding from a diverse range of organizations, businesses, and global mental health advocates, both Muslim and non-Muslim.
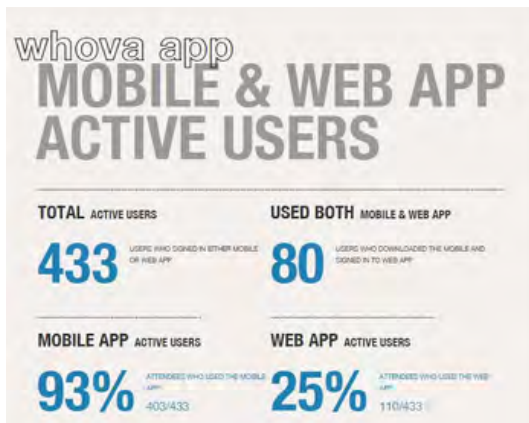
Impact & Reach

- MMHC attracts participants from 30+ countries annually, creating global impact.

- 300+ faith leaders and community members trained as Mental Health First Aid Responders.

- Welcomes 600+ attendees annually

- 64% increase in total attendees since establishing a hybrid model in 2022

- Provides training, mentorship, and development for 40+ volunteers through the MMHC Volunteer Leaders Program.

MMHC Over The Years

2009 – 2017   Lansing, MI or Dearborn, MI

2018   U.S. Institute of Peace, Washington, DC

2019   Arizona State University, Tempe, AZ

2020   Virtual, Pandemic

2021   Virtual, Pandemic

2022   Yale School of Medicine, New Haven, CT

2023   Michigan State University, Lansing, MI

2024   Stanford School of Medicine, Palo Alto, CA

2025   Metro Detroit, Michigan

MMHC Goes Global:

2017   University of Putra, Malaysia

2018   Cambridge University, UK

2019   University of Jordan, Jordan

whova app
MOBILE & WEB APP ACTIVE USERS

TOTAL ACTIVE USERS
433 USERS WHO SIGNED IN EITHER MOBILE OR WEB APP

USED BOTH MOBILE & WEB APP
80 USERS WHO DOWNLOADED THE MOBILE AND SIGNED IN TO WEB APP

MOBILE APP ACTIVE USERS
93% ATTENDEES WHO USED THE MOBILE APP 403/433

WEB APP ACTIVE USERS
25% ATTENDEES WHO USED THE WEB APP 110/433

> " First time attending it. I'm virtual. It is well organized. Sessions thus far have been great. It's a great opportunity to learn more about Muslim mental health and incorporate into practice. Several books are already in my cart to order. "

> " I want to give you a big overall Thank You. I am a Caucasian retired nurse practitioner, not a Muslim. On Saturday afternoon of this conference as "community", I don't think you realize how you so beautifully expand that with the conference being as open as it was. I found out about it through Stanford CME. I was very grateful and privileged to be a part of this. "

whova app
ATTENDEE VIEWING ACTIVITY

ATTENDEES WATCHED TOTAL
197 TOTAL DURATION WATCHED 397 HRS

SESSIONS WITH VIDEO OR STREAM
39

WATCHED SESSIONS MOST POPULAR STREAMS
SESSION POPULARITY BASED ON NUMBER OF ATTENDEES
1. Keynote Speech Dr. Kameelah Mu'min Rashad
26.7 hours, watched by 55 attendees
2. Mental Health Issues on Sexuality (CME eligible)
17.7 hours, watched by 55 attendees
3. A Conversation with Early Visionaries in the Field of American Muslim Mental Health
22.9 hours, watched by 55 attendees
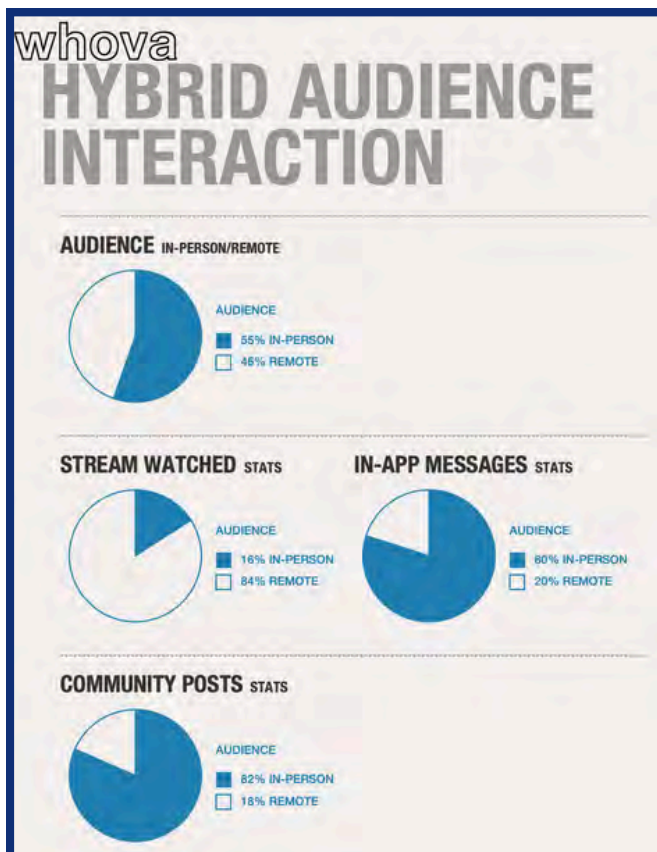
Agenda Overview & Insights

Day 1

Opening Ceremony
Legacy Panel
Keynote Speaker
Friday Prayer
Narratives of Pain Event

Day 2

Poster Sessions
Imam Training
Award Ceremony
Closing Remarks
Arts and Culture Gala

Explore past conference programs, photos, and videos on our website:
Muslim Mental Health Conference - About

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HYBRID AUDIENCE INTERACTION

AUDIENCE IN-PERSON/REMOTE

AUDIENCE
55% IN-PERSON
45% REMOTE

STREAM WATCHED STATS

AUDIENCE
16% IN-PERSON
84% REMOTE

IN-APP MESSAGES STATS

AUDIENCE
80% IN-PERSON
20% REMOTE

COMMUNITY POSTS STATS

AUDIENCE
82% IN-PERSON
18% REMOTE

whova
AGENDA HIGHLIGHTS

AGENDA IN-APP VIEWS
10025

PRIVATE MEETINGS CREATED
1

PERSONAL AGENDA SET-UP BY ATTENDEES
384   PERCENTAGE OF ATTENDEES WITH 72%

AGENDA SESSIONS MOST POPULAR

SESSION POPULARITY BASED ON LIKES AND PERSONAL AGENDA ADDS

• Keynote Speaker: Dr. Samah Jabr (Sponsored by MSU Muslim Mental Health Consortium)
  12 likes and 142 personal agenda adds

• Opening Ceremony
  8 likes and 125 personal agenda adds

• Annual Legacy Panel: Tech-NO, Tech-YES, Tech-NEW, Tech-OLD
  8 likes and 145 personal agenda adds

• Palestine and Trauma (Sponsored by Institute of Muslim Mental Health)
  5 likes and 119 personal agenda adds

SPONSORSHIP TYPES

We offer 3 sponsorship types:

- Traditional Tiered Levels (pg. 10-12)
- Sponsor an MMHC Special Event (pg. 13)
- In-Kind Services & Goods (pg. 14)

Sponsorship Registration and Payment Information

Sponsorship registration and payment for the MMHC 2025 will open on December 20, 2024.

Steps to Become a Sponsor

1. **Complete the Sponsor Registration Form**
   - Fill out and submit the Sponsor Registration Form.
   - The form is available in the Sponsor Registration section of the MSU MMHC website.
2. **Visit the MMHC Store**
   - After submitting your registration form, go to the MMHC Store.
   - Select your desired sponsorship type(s) and add them to your cart.
3. **Submit Payment**
   - For Credit Card Payments:
     - Complete checkout and proceed to payment within the MMHC Store.
   - For Check or Electronic Funds Transfer Payments:
     - Submit the Sponsor Registration Form.
     - Email **Lisa Oliva, MBA**, at ✉ *malonel@msu.edu* with the subject line: Re: MMHC 2025 Sponsor Payment.

Important:

To secure your sponsorship and access all associated benefits, please ensure both the Sponsor Registration Form and payment are submitted by February 28, 2025.

Contact Information:

For questions or to confirm your sponsorship, please reach out to:

- **Sana F. Ali, MD** at ✉ *alisana@msu.edu*

Tiered Sponsor Levels

- To select a Tiered Sponsor Level, select one of the five sponsor levels (green column) in the MMHC Store.
- Tailor your sponsor package to suit the needs of your organization.
  - Choose from your selected level's corresponding Add-On Categories (blue column)

Friend Level – Up to $1,000	**ADD-ONS**

Write-in amount ($250 - $1000)
 	
Benefits Include:
 	
• Listed as a word map graphic on a large poster board in a high traffic area (TBD)
  ○ Word Cloud will be shared on MMHC socials and the WHOVA conference application (1)
• *Logo & name on pre-conference promotional materials as selected level sponsor on:*
  ○ Conference website
  ○ Social media (IG, FB, LinkedIn)
  ○ Monthly email updates
• Ability to select add-on category A *and/or* B (2)
	Category A - $500
	
	Logo and name listed under selected sponsor level on a large poster board and easel. It will be placed in the entry hall to the main ballroom (a high traffic area).
	
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	Category B - $500
	
	Logo and name listed under selected sponsor level on a looped slide show on TVs in high traffic areas (TBD) throughout the venue both days of conference.

(1) WHOVA conference application is a conference platform used and viewed by ALL conference attendees.

(2) Select an add-on category for an additional fee.

(3) First come, first served.

Champion Level – $3,000

Includes Friend Level Benefits and more:

- Logo & name on pre-conference promotional materials as selected level sponsor on:
  - Conference website
  - Social media (IG, FB, LinkedIn)
  - Monthly email updates
- Category A
- Category B
- One professional in-person registration included.
- A ¼ -page ad in the electronic program.
- Ability to select add-on category C *or* category D (2)

ADD–ONS

Category C - $500

Virtual Exhibitor Booth: on the WHOVA conference application (1) allows for customizable profile to upload your links, materials, and images. **Engage directly with attendees** through your virtual exhibitor booth. **Collect, save, export leads,** and set up giveaways or discounts. *Availability limited to 10 exhibitor booths. (3) Ideal for exhibitors who wish to engage directly in 1:1 interaction with attendees through their organization's profile.*

Category D - $500

Virtual Sponsor Showcase: on the WHOVA conference application (1) allows for customizable profile to upload your links, materials, and images. Engage the attendees through the **community discussions** and **create virtual meetups**. Sponsors will have their **logo on a continuous rotating banner on the WHOVA homepage, agenda, and profile pages.** *Availability limited to 10 sponsor showcases. (3) Ideal for sponsors who do not wish to staff a virtual booth and who wish to prioritize virtual meetups over collecting leads.*

Note: Refer to pages 7- 8 to see WHOVA application impact.

Leader Level – $5,000

Includes Champion Level Benefits and more:

- Logo & name on pre-conference promotional materials as selected level sponsor on:
  - Conference website
  - Social media (IG, FB, LinkedIn)
  - Monthly email updates
- Category A
- Category B
- A ½ -page ad in the electronic program.
- Two professional in-person registrations included.
- Access to In-venue tables
  - Ability to select add-on category E, F, or G (2, 3)

ADD–ONS

Category E - $400

Exhibition Table: Circle, high-top table with a printout of your logo, organization name, and sponsor level. Choose from six available tables *(3)* located in the lobby area in front of Qahwah House Cafe (an In-house Yemeni tea and bakery). *No stand-alone visuals allowed.*

Category F - $600

Exhibition Table: 4' rectangular table with 2 chairs in Sky Terrace (heated and covered patio area off of the main lobby). One stand-alone visual allowed. Will have a printout of your logo, organization, name, and sponsor tier. Choose from six available tables. *(3) Sky Terrace is a dedicated space for networking; meet-ups for organizations, interest groups; mentor-mentee meetings; selfie station.*

Category G - $600

Exhibition Table: 4' rectangular table with 2 chairs in the main lobby. One stand-alone visual allowed. Will have a printout of your logo, organization, name, and sponsor level. Choose from 13 available tables. *(3)*

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(1) WHOVA conference application is a conference platform used and viewed by ALL conference attendees.

(2) Select an add-on category for an additional fee.

(3) First come, first served.

Visionary Level – $8,000

Includes Leader Level Benefits and more:

- Logo & name on pre-conference promotional materials as selected level sponsor on:
    - Conference website
    - Social media (IG, FB, LinkedIn)
    - Monthly email updates
- Category A
- Category B
- A full-page ad in the electronic program.
- One in-venue exhibitor table included.
    - Ability to select add-on category E, F, or G (2, 3)
- Registrations (In-person, virtual, or a combination) valued up to $975
- Ability to select from add-on categories H - category M

Visionary Plus Level – $10,000

- Includes benefits of Visionary Level
- Special, customizable display next to a main stage

ADD–ONS

Conference Shout-outs

Category H - $100

A one-minute introduction during the program by the MC

Category I - $100

Acknowledgement of sponsorship by the moderator before workshops

Category J - $300

Give two to three minutes long remarks during the program (exact time TBD)

($100 per additional minute)

Social Media Feature

Category K - $150

A feature on the pre-conference video highlight reel (IG, FB, LinkedIn)

Category L - $150

A feature on the post-conference highlight reel (IG, FB, LinkedIn)

Category M - $200

One Instagram Live with conference organizers

(1) WHOVA conference application is a conference platform used and viewed by ALL conference attendees.

(2) Select an add-on category for an additional fee.

(3) First come, first served.

Defining Features of the Tiered Sponsor Levels

Friend Level - *Promotional material*
Champion Level - *Access to virtual sponsor showcases and exhibitor booths + One in-person registration*
Leader Level - *Access to in-venue exhibitor tables + Two in-person registrations*
Visionary Level - *Access to placement in the program and social media + Three in-person registrations*
Visionary Plus Level - *Customizable display next to a main stage*

Sponsor an MMHC Special Event

To sponsor an MMHC Special Event, select from Categories N - R in the MMHC Store. These categories may be selected independently from the Tiered Sponsor Levels (refer to pgs. 10 - 12) and the In-Kind Services & Goods (refer to pg. 14) OR in addition to them.

Sponsor an MMHC Special Event	Description
Category N – $250 Volunteer Leaders Program (VLP) Welcome Dinner & Meeting	For organizers and volunteers the evening before conference Day 1 on Thursday, April 10th, 2025; Limited to four sponsors.
Category O – $250 Volunteer Leaders Program Sunday Brunch & Debrief	Final in-person meeting for about 50 - 60 organizers and volunteers; Limited to four sponsors.
Category P – $250 Mental Health First Aid Training & Certification for Imams and Community Leaders	In-demand training to equip Muslim communities on conference Day 2 (Saturday, April 12). Limited to four sponsors.
Category Q – $250 Narratives of Pain Event	Guided facilitation of a storytelling and poetry experience that honors different pathways to healing. Limited to four sponsors
Category R – $500 Arts & Culture Gala	Space for uplifting the creative work of the Muslim community as it tackles mental health crises and global hardship. Limited to four sponsors.

Important: All sponsors of an MMHC Special Event(s) will be listed in the MMHC Program on the website and the WHOVA app, as well as stated in the opening and closing of the special event program.

In-Kind Services & Goods

To provide In- Kind Services & Goods, select from Category S - Y on the separate In-Kind Sponsor Registration Form. These categories may be selected independently from the Tiered Sponsor Levels (refer to pgs. 10 - 12) and the Sponsor an MMHC Special Event (refer to pg. 13) OR in addition to them.

Desired Services & Goods	Description
Category S Refreshments & Packaged Snacks	Refreshments & packaged snacks for 50 (Imams and community leaders in the Mental Health First Aid Training Program) or for 100 (Imams, community leaders & volunteers).
Category T Conference Banners	4 MSU-MMHC branded conference banners (Measurements TBA)
Category U Shuttle transportation from one or two nearest hotels to venue Friday, 7:30AM - 10AM & 4:30PM - 7PM	Complimentary bus/van drivers, Uber, Lyft drivers, and private vehicles (Requires CDL). Shuttle pick up and drop off locations TBD.
Category V Shuttle transportation from one or two nearest hotels to venue Saturday, 7:30AM - 10AM & 4:30PM - 7PM	Complimentary bus/van drivers, Uber, Lyft drivers, and private vehicles (Requires CDL). Shuttle pick up and drop off locations TBD.
Category W Photography Service (w/ name credit) on Friday, April 11th morning (TBD)	Complimentary professional headshots offered to registered attendees on a first come, first served basis; Located in Sky Terrace; Headshot will be emailed to the registered attendee.
Category X Photography Service (w/ name credit) on Saturday, April 12th, 8:30AM - 10:30AM	Complimentary professional headshots offered to registered attendees on a first come, first served basis; Located in Sky Terrace; Headshot will be emailed to the registered attendee.
Category Y On-site public safety detail for the duration of the conference on-site	Public safety will ensure the safety and well-being of attendees, speakers, and staff during the conference. Responsibilities include managing access points, monitoring the venue, and addressing potential safety concerns throughout the event.

Important: All in-kind sponsors and vendors must submit a sponsor registration form.

Thank You

Thank you for considering sponsoring the 17th Annual Muslim Mental Health Conference.

Your generous support helps us advance culturally informed mental health care and create impactful collaborations.

We look forward to partnering with you and welcoming you to this meaningful event!

PREPARED BY:

Sana F. Ali, MD, Chair of Budget & Development
Aquila Hussain, MA LPC, Chair of Marketing & Dissemination

✉ psychiatry.mmh@msu.edu

🌐 https://muslimmentalhealth.psychiatry.msu.edu/conferences