



THE 17th ANNUAL

# MUSLIM MENTAL HEALTH CONFERENCE

SPONSOR BROCHURE

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

**Email:** [psychiatry.MMH@msu.edu](mailto:psychiatry.MMH@msu.edu)  
**Subject:** *Sponsorship MMHC 2025*



Muslim Mental Health Consortium  
Department of Psychiatry  
MICHIGAN STATE UNIVERSITY



17TH ANNUAL  
MUSLIM MENTAL  
HEALTH CONFERENCE





# Table of Contents

About Us **3**

---

Mission & Vision **4**

---

Leadership Team **5**

---

Local Funding & Support **6**

---

Impact & Reach **7**

---

Agenda Overview & Insights **8**

---

Sponsor Registration & Payment Information **9**

---

Sponsor Levels **10**

# 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.

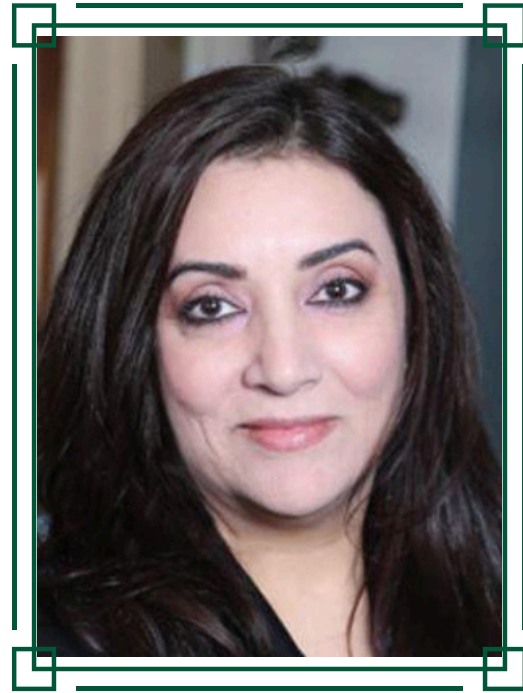
The success of the inaugural conference underscored the need for an annual platform to foster dialogue, innovation, and collaboration across education,

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.

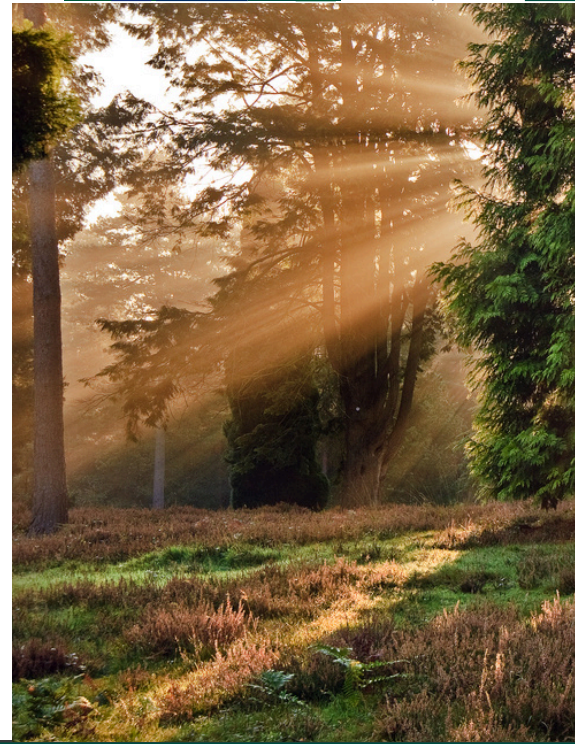
**MMHC is more than a conference—it's a catalyst for change, empowerment, and the advancement of cultural psychiatry and global mental health initiatives.**

**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.



<https://muslimmentalhealth.psychiatry.msu.edu/conferences>

06

# Impact & Reach

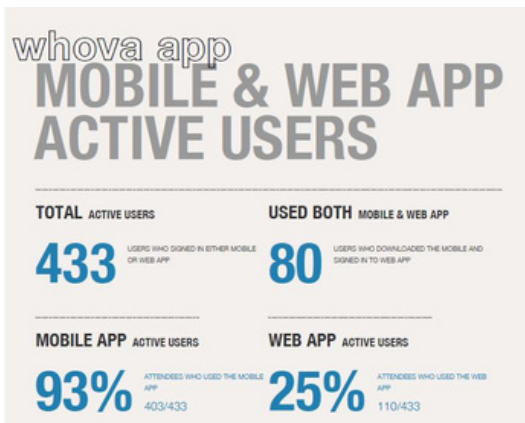
- MMHC attracts participants from 30+ countries annually, creating global impact.
- 300+ faith leaders and community members trained as Mental Health First Aid Responders.
- Welcomes 600+ attendees annually
- 64% increase in total attendees since establishing a hybrid model in 2022
- Provides training, 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



“ 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.



# Agenda Overview & Insights

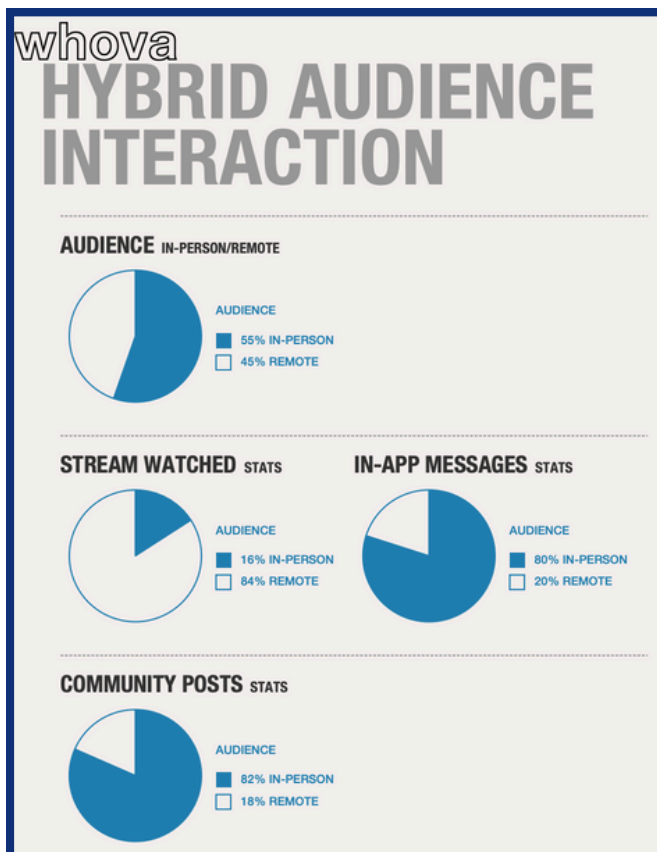
## Day 1

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](#)



# 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](mailto: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](mailto: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
<ul style="list-style-type: none"> <li>• <i>Write-in amount (\$250 - \$1000)</i></li> </ul> <p>Benefits Include:</p> <ul style="list-style-type: none"> <li>• Listed as a word map graphic on a large poster board in a high traffic area (TBD)               <ul style="list-style-type: none"> <li>◦ Word Cloud will be shared on MMHC socials and the WHOVA conference application (1)</li> </ul> </li> <li>• <i>Logo &amp; name on pre-conference promotional materials as selected level sponsor on:</i> <ul style="list-style-type: none"> <li>◦ Conference website</li> <li>◦ Social media (IG, FB, LinkedIn)</li> <li>◦ Monthly email updates</li> </ul> </li> <li>• Ability to select add-on category A <i>and/or</i> B (2)</li> </ul>	<p style="text-align: center;"><b>Category A - \$500</b></p> <p>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).</p> <hr/> <p style="text-align: center;"><b>Category B - \$500</b></p> <p>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.</p>

(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)

(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.

<p><b>Visionary Level – \$8,000</b></p> <p>Includes Leader Level Benefits and more:</p> <ul style="list-style-type: none"> <li>• Logo &amp; name on pre-conference promotional materials as selected level sponsor on: <ul style="list-style-type: none"> <li>▪ Conference website</li> <li>▪ Social media (IG, FB, LinkedIn)</li> <li>▪ Monthly email updates</li> </ul> </li> <li>• Category A</li> <li>• Category B</li> <li>• A full-page ad in the electronic program.</li> <li>• One in-venue exhibitor table included. <ul style="list-style-type: none"> <li>▪ Ability to select add-on category E, F, or G (2, 3)</li> </ul> </li> <li>• Registrations (In-person, virtual, or a combination) valued up to \$975</li> <li>• Ability to select from add-on categories H - category M</li> </ul> <p><b>Visionary Plus Level – \$10,000</b></p> <ul style="list-style-type: none"> <li>• Includes benefits of Visionary Level</li> <li>• Special, customizable display next to a main stage</li> </ul>	<b>ADD-ONS</b>	
	Conference Shout-outs	
	<b>Category H - \$100</b>	
	A one-minute introduction during the program by the MC	
	<b>Category I - \$100</b>	
	Acknowledgement of sponsorship by the moderator before workshops	
	<b>Category J - \$300</b>	
	Give two to three minutes long remarks during the program (exact time TBD)	
	(\$100 per additional minute)	
	<b>Social Media Feature</b>	
<b>Category K - \$150</b>		
A feature on the pre-conference video highlight reel (IG, FB, LinkedIn)		
<b>Category L - \$150</b>		
A feature on the post-conference highlight reel (IG, FB, LinkedIn)		
<b>Category M - \$200</b>		
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
<p><b>Category N - \$250</b></p> <p>Volunteer Leaders Program (VLP) Welcome Dinner &amp; Meeting</p>	<p>For organizers and volunteers the evening before conference Day 1 on Thursday, April 10th, 2025; Limited to four sponsors.</p>
<p><b>Category O - \$250</b></p> <p>Volunteer Leaders Program Sunday Brunch &amp; Debrief</p>	<p>Final in-person meeting for about 50 - 60 organizers and volunteers; Limited to four sponsors.</p>
<p><b>Category P - \$250</b></p> <p>Mental Health First Aid Training &amp; Certification for Imams and Community Leaders</p>	<p>In-demand training to equip Muslim communities on conference Day 2 (Saturday, April 12). Limited to four sponsors.</p>
<p><b>Category Q - \$250</b></p> <p>Narratives of Pain Event</p>	<p>Guided facilitation of a storytelling and poetry experience that honors different pathways to healing. Limited to four sponsors</p>
<p><b>Category R - \$500</b></p> <p>Arts &amp; Culture Gala</p>	<p>Space for uplifting the creative work of the Muslim community as it tackles mental health crises and global hardship. Limited to four sponsors.</p>

**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
<p align="center"><b>Category S</b></p> <p align="center">Refreshments &amp; Packaged Snacks</p>	<p>Refreshments &amp; packaged snacks for 50 (Imams and community leaders in the Mental Health First Aid Training Program) or for 100 (Imams, community leaders &amp; volunteers).</p>
<p align="center"><b>Category T</b></p> <p align="center">Conference Banners</p>	<p>4 MSU-MMHC branded conference banners (Measurements TBA)</p>
<p align="center"><b>Category U</b></p> <p align="center">Shuttle transportation from one or two nearest hotels to venue Friday, 7:30AM - 10AM &amp; 4:30PM - 7PM</p>	<p>Complimentary bus/van drivers, Uber, Lyft drivers, and private vehicles (Requires CDL). Shuttle pick up and drop off locations TBD.</p>
<p align="center"><b>Category V</b></p> <p align="center">Shuttle transportation from one or two nearest hotels to venue Saturday, 7:30AM - 10AM &amp; 4:30PM - 7PM</p>	<p>Complimentary bus/van drivers, Uber, Lyft drivers, and private vehicles (Requires CDL). Shuttle pick up and drop off locations TBD.</p>
<p align="center"><b>Category W</b></p> <p align="center">Photography Service (w/ name credit) on Friday, April 11th morning (TBD)</p>	<p>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.</p>
<p align="center"><b>Category X</b></p> <p align="center">Photography Service (w/ name credit) on Saturday, April 12th, 8:30AM - 10:30AM</p>	<p>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.</p>
<p align="center"><b>Category Y</b></p> <p align="center">On-site public safety detail for the duration of the conference on-site</p>	<p>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.</p>

**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](mailto:psychiatry.mmh@msu.edu)

 <https://muslimmentalhealth.psychiatry.msu.edu/conferences>