

***8<sup>th</sup> Annual Public Lecture and Workshop  
It's My Life: Adapting in Changing Economic Times***

**May 30, 2009**

**Sponsorship Opportunities**

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You are invited to become a Sponsor of the 8<sup>th</sup> Annual Public Lecture and Workshop undertaken by the NC Psychoanalytic Foundation to explore our relationship to money and how these relationships can be predictably irrational. This lecture and workshop is aimed at helping people gain a deeper understanding of how to be happier and healthier in these challenging economic times.

**Program Description**

Unemployment has reached a new high, home sales are dropping to a new low and the value of our retirement accounts has plummeted. The NC Psychoanalytic Foundation's Public Lecture and Workshop will explore the impact of the economic downturn on our emotions and relationships. These lectures will help you understand your relationship to money in particular, and how this relationship can be predictably irrational. You will gain a deeper understanding of how to be happier and healthier in these challenging economic times.

**Target Audience**

This program is for individuals, employers, finance and investment advisors, professionals, economists, health professionals, clergy, and anyone who is affected by the current economic environment.

**Publicity**

**The 8th Annual Public Lecture and Workshop** will be widely publicized through print and electronic media to NCPF members, members of other mental health professional associations, and to the general public through the Foundation's mailing list, print and radio media, public service announcements, community calendars and posters.

**About the Experts**

**George Vaillant, MD**, is a psychoanalyst, psychiatrist, and Professor at Harvard Medical School. Dr. Vaillant is well-known as a researcher who has been able to take the psychoanalytic concept of defense mechanisms and to apply them to the long-term empirical Study of Adult Development at the Harvard University Health System. Naturally, this interest led him also to study the process of recovery from mental illness, successful aging, and the role of positive emotions in all areas of health. He has become a celebrated speaker and consultant for seminars and workshops throughout the world, culminating in a visiting professorship at St. Vincent's Hospital in Melbourne, Australia. His books include, *Spiritual Evolution: A Scientific Defense of Faith* (2008), *Aging Well* (2002) and *Adaptation to Life* (1977) just to name a few.

**Dan Ariely, PhD** is a psychologist, economist and James B. Duke Professor of Behavioral Economics. He was formerly the Alfred P. Sloan Professor of Behavioral Economics at MIT, where he still holds an appointment as head of the eRationality Research Group. Dr. Ariely earned his B.A. from Tel Aviv University, his Ph.D. in cognitive psychology from UNC Chapel Hill and his Ph.D. in business from Duke University. His research focuses on irrationality in the decision-making process, particularly involving money and health. Dr. Ariely is the author of the New York Times bestseller, *Predictably Irrational: The Hidden Forces That Shape Our Decisions* (2008).

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**Sponsorship Levels and Benefits**

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**Diamond Sponsor (\$5,000+)**

- Listing as Diamond Sponsor with name and logo appearing prominently in any print publicity, including any ads in local newspapers and NCPF website
- Name and logo appear prominently on cover of lecture program
- Special acknowledgement by the NCPF Chair of the Board during opening remarks
- Four complimentary tickets to each lecture
- Four complimentary tickets to the network lunch and private donor reception
- Acknowledgement in the NCPF annual report

**Platinum Sponsor (\$2,500 - \$4,999+)**

- Listing as Platinum Sponsor with name and logo appearing prominently in print publicity, NCPF website and lecture program
- Special acknowledgement by the NCPF Chair of the Board during opening remarks
- Two complimentary tickets to the full day program, network Lunch and private donor reception
- Acknowledgement in the NCPF annual report

**Gold Sponsor (\$1,000 - \$2,499)**

- Listing as Gold Sponsor with acknowledgement on lecture program and listed on the program brochure, NCPF website and lecture program
- Acknowledgement by NCPF Chair of the Board during opening remarks
- Two complimentary tickets to the full day program, networking lunch and private donor reception
- Acknowledgement in the NCPF annual report

**Silver Sponsor (\$500 - \$999)**

- Listing as a Silver Sponsor with acknowledgement on lecture program and listed on the program brochure, NCPF website and lecture program
- Acknowledgement by NCPF Board Chair during opening remarks
- Two complimentary tickets to the public lecture, networking lunch and private donor reception
- Acknowledgement in NCPF annual report

**Patron Sponsor (\$250-\$499)**

- Listing as a Patron Sponsor with acknowledgement on lecture program
- Acknowledgement by NCPF Board Chair during opening remarks
- Two complimentary tickets to the public lecture and private donor reception
- Acknowledgement in NCPF annual report

**Table Sponsor (\$150)**

- Listing as a Table Sponsor with acknowledgement on lecture program and on individual tables at the Network Lunch
- One complimentary ticket to the public lecture, networking lunch and private donor reception
- Acknowledgement by NCPF Board Chair during luncheon remarks
- Acknowledgement in NCPF annual report

*It is board policy of the NC Psychoanalytic Foundation to provide recognition verbally and in print as the only forms of sponsorship acknowledgement.*

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**Other Forms of Support**

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**Academic or Non-Profit Organizational Support**

Give permission for us to include your organizations logo on our lecture brochure, program and website in return for assistance with promoting our program through your network of contacts or provide in-kind services which will directly assist in the development of this program. You will also receive:

- Two complimentary tickets to the full day program, networking lunch and private donor reception
- Acknowledgement on lecture program, program brochure, NCPF website and lecture program
- Acknowledgment in the NCPF annual report

**Purchase a Ticket Package**

Group tickets are available by contacting the North Carolina Psychoanalytic Foundation at 919-847-2323 or e-mail [info@ncpsychoanalysis.org](mailto:info@ncpsychoanalysis.org). The following packages are available:

**Packages for the General Public**

Public Lecture Ticket Block - \$300 (savings \$50)

- 10 tickets to the 8<sup>th</sup> Annual Public Lecture on Saturday, May 30, 2009 from 9am-12noon

Public Lecture Bundle - \$350 (savings \$50)

- 8 tickets to the 8<sup>th</sup> Annual Public Lecture on Saturday, May 30, 2009 from 9am-12noon
- 1 table for 8 to the Network Luncheon from 12:30pm to 1:30pm

Public Lecture Bundle Deluxe- \$750 (savings \$450)

- 8 tickets to the 8<sup>th</sup> Annual Public Lecture on Saturday, May 30, 2009 from 9am-12noon
- 1 table for 8 to the Network Luncheon from 12:30pm to 1:30pm
- 8 invitations to attend the private donor reception from 5:30-7:00pm. *Please note that \$200 is considered a tax deductible contribute to the NC Psychoanalytic Foundation.*

**Packages for Mental Health Professionals**

Mental Health Workshop Ticket Block - \$450 (savings \$30)

- 4 tickets to the Mental Health Professional Workshop on Saturday, May 30, 2009 from 2-5pm

Mental Health Workshop Ticket Bundle - \$500 (savings \$40)

- 4 tickets to the Network Luncheon from 12:30pm to 1:30pm
- 4 tickets to the Mental Health Professional Workshop on Saturday, May 30, 2009 from 2-5pm

Full Day Program Bundle - \$600 (savings \$60)

- 4 tickets to the 8<sup>th</sup> Annual Public Lecture on Saturday, May 30, 2009 from 9am-12noon
- 4 tickets to the Network Luncheon from 12:30pm to 1:30pm
- 4 tickets to the Mental Health Professional Workshop on Saturday, May 30, 2009 from 2-5pm

Full Day Program Bundle Deluxe- \$800 (savings \$260)

- 4 tickets to the 8<sup>th</sup> Annual Public Lecture on Saturday, May 30, 2009 from 9am-12noon
- 4 tickets to the Network Luncheon from 12:30pm to 1:30pm
- 4 tickets to the Mental Health Professional Workshop on Saturday, May 30, 2009 from 2-5pm
- 4 invitations to attend the private donor reception from 5:30-7:00pm. *Please note that \$100 is considered a tax deductible contribute to the North Carolina Psychoanalytic Foundation.*