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JiVA

SOUTH ASIAN MENTAL HEALTH

# Smoke & Mirrors

*What you see is not the whole story.*

WITH COMMUNITY VOICES FROM RICHHA MOORJANI · APARNA SHEWAKRAMANI · SAAGAR SHAIKH

*Saturday, October 17, 2026* · 5:30 PM

ABOVE THE BLOCK · LOS ANGELES, CA

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*4th Annual Gala Fundraiser* 501(c)(3) Organization

EIN 93-4913195

SPONSORSHIP PROSPECTUS

WHO WE ARE

# Care that looks like *home*.

JiVA Mental Health is a 501(c)(3) integrating cultural heritage with modern therapy. We dismantle shame and stigma while strengthening South Asian identity, without sacrificing community.

- ♦ **Boldly Brown** — California's first South Asian men's mental health group
- ♣ **South Asian Women's Postpartum Programs** — culturally grounded support
- ♥ **Ramadan Together** — the first clinically facilitated South Asian Muslim mental health group in California, supporting community members through the emotional weight of the sacred month
- ♣ **Care in 4+ South Asian languages** — Hindi, Punjabi, Gujarati, Urdu and more

**3** years. **13** programs. **550+** South Asians served. **1** community finally being seen.

## THE CHALLENGE

# The *Illusion.*

Mental health is now the world's leading cause of non-fatal disease burden. South Asians carry that weight in silence more than any other community.

**1B+**

people worldwide live with a mental health disorder — 1 in 7 globally.

**#1**

cause of years lived with disability across the globe.

**<25%**

of South Asian Americans with mental health needs ever seek professional help.

**3×**

less likely — South Asian Americans are three times less likely to access mental health care than white Americans, despite similar rates of need.

**87%**

**JiVA's solution is working.** 87% of participants report reduced isolation and increased help-seeking, measured via GAD-7 and PHQ-9 outcomes.

*The problem is real. The solution is here.*

SOURCES: WHO WORLD MENTAL HEALTH TODAY & MENTAL HEALTH ATLAS 2024 · AAPI DATA REPORT, 2022 · JiVA PROGRAM OUTCOMES, 2025



# From whisper to *movement.*

## 2024 · SINCE FOUNDING

### The First Hand

- 100+ therapy sessions delivered through 2024
- Boldly Brown launched — California's first South Asian men's mental health group
- Board of Directors formed
- Gala 2024 — 138 attendees, 41% YoY revenue growth

## 2025 · JAN – AUG

### The Reveal

- **2025 Gala** — 188% revenue growth, sold out at 174 attendees
- 265 therapy sessions delivered in 2025
- Grew South Asian PSI-certified postpartum clinicians in California from 1 to 5
- 1,000+ individuals reached through therapy, events, and programming
- 7 sold-out events across California

## 2026 + BEYOND · VISION

### The Whole Story

- Student internship program launched with National University's John F. Kennedy School of Psychology and Social Sciences (COAMFTE-accredited)
- UCLA psychiatry residency partnership — agreement in progress, launching 2027
- Mental health podcast series launched on Rukus Avenue Radio — the world's largest South Asian radio network on iHeartRadio
- South Asian Mentorship Program launching 2026 — pairing college students with South Asian professionals



YOUR AUDIENCE

# The room that *built* you.

200+

South Asian professionals including physicians, founders, attorneys, and executives

\$121.7K

Asian Americans hold the highest median household income of any U.S. racial group at \$121,700 in 2024. South Asian Americans skew toward the upper end of that range.

(U.S. Census Bureau, 2024)

110K+

Extended digital audience reached through JiVA's network

5.4M+

South Asian Americans in the U.S. — one of the most brand-loyal, purpose-driven consumer communities in the country

PAST GALA VOICES INCLUDE

*Richa Moorjani* (Never Have I Ever, Netflix) · *Aparna Shewakramani* (Indian Matchmaking, Netflix) · *Saagar Shaikh* (Ms. Marvel, Marvel)

*Direct access. Real trust. Cultural alignment.*

Your brand, in the room where the community gathers — and on air through our media partnership with Rukus Avenue Radio on iHeartRadio.



THE EVENING

# One *cinematic* evening.

5:45 PM – 11:30 PM · 175–200 attendees (capacity expanded to 200) · Above the Block, Los Angeles

5:45 PM Doors Open & Registration

6:00 PM Cocktail Hour  
Bar Experience sponsor recognition

7:00 PM Welcome & State of *JiVA*  
Founder's address — Ektha Aggarwal, LCSW

7:18 PM Live Auction

7:35 PM Impact Video & *Illusion* Moment  
Fund-A-Need — JiVA Postpartum Healing Fund

8:00 PM Dinner Service  
Dining Experience sponsor recognition

8:30 PM *The Magic Show*  
A live illusionist performance

9:30 PM After-Party & Dancing  
Until 11:30 PM



WHERE YOUR GIFT GOES

# Every dollar, a *door*.

\$2,000

One full year of weekly therapy **for one community member** who could not otherwise afford care.

\$3,000

Six-month **PSI-certified postpartum training** for one South Asian clinician, growing the pipeline of culturally competent perinatal care providers in California.

\$25,000

Helps launch JiVA's **UCLA psychiatry residency partnership** — bringing psychiatry and medication management into a culturally responsive South Asian setting for the first time in Los Angeles. *(in active development with UCLA)*

YOUR INVESTMENT ALSO FUELS

- ◆ **Multilingual Cultural Therapy** — care in Hindi, Punjabi, Gujarati, Urdu, Tamil, and Bangla for those who have never had a provider who speaks their language
- ◆ **Boldly Brown** — a men's group for South Asian men navigating silence, isolation, and family pressure
- ♥ **Ramadan Together** — the first clinically guided Ramadan mental health group for Muslim community members
- ♣ **UCLA Psychiatry Partnership** — psychiatric and medication care, so support goes deeper than talk therapy



## SPONSORSHIP TIERS

# Choose your *card*.

RESERVE BY *September 1, 2026*

### MOST IMPACTFUL

#### TIER ONE · TOP BILLING

## The Grand Illusion

*\$10,000*

- Featured sponsor on JiVA's podcast on Rukus Avenue Radio — 10M monthly listeners
- Featured placement in JiVA GPT — first AI mental health tool built for South Asian communities, nationally accessible
- Private table magic during cocktail hour — exclusive to Grand Illusion sponsor, performed by our live illusionist
- Top billing on all event materials and on-stage recognition
- 6 VIP tickets + premium table

#### TIER TWO

## The Smoke

*\$5,000*

- Prominent logo across event and social media
- 4 VIP tickets + reserved seating
- On-stage recognition
- Pre-event social spotlight to JiVA's 110K+ digital network
- Post-event recap and newsletter feature
- Named in JiVA's post-event press release and sponsor acknowledgments

#### TIER THREE

## The Reflection

*\$2,500*

- Logo in digital program and website
- 2 event tickets
- Social media thank-you
- Post-event communications

#### ENTRY LEVEL

## Community Ally

*\$1,000*

- Digital name recognition in event program and on JiVA website
- Social media thank-you post
- 1 general admission ticket
- *An ideal entry point for mission-aligned brands, small businesses, and individual advocates*

Contributions are tax-deductible to the extent permitted by law. EIN 93-4913195. Estimated fair market value of benefits provided upon request.



# After the curtain *falls*.

Sponsorship is more than one evening. Every sponsor receives a tangible package of recognition and reporting in the weeks following October 17.

## WITHIN 7 DAYS

### Cinematic Recap Film

- Professionally edited 2–3 minute event film
- Featured sponsor logo placement
- Yours to use in your marketing

## WITHIN 14 DAYS

### Social Media Spotlight

- Dedicated thank-you posts across Instagram and LinkedIn
- Reach to JiVA's 110K+ digital community
- Tagging and cross-posting with your brand

## WITHIN 30 DAYS

### Impact Report + Metrics

- Personalized impact letter from Founder Ektha Aggarwal, LCSW
- Total funds raised and how they will be deployed
- Event attendance, press coverage, and social impressions
- Programs your gift directly enabled

## ONGOING

### Year-Round Recognition

- Featured mention on JiVA's podcast series airing on Rukus Avenue Radio (Grand Illusion only)
- Sponsor recognition on [jivamentalhealth.com](http://jivamentalhealth.com)
- Inclusion in JiVA's annual newsletter and impact letter
- Invitation to JiVA's 2027 annual partner appreciation event in Los Angeles

*Deliverables scale with sponsorship tier. The Grand Illusion receives top-of-fold placement, hero film moments, and personalized impact reporting from Founder Ektha Aggarwal.*



ADD-ON SPONSORSHIPS

# Make your *mark*.

HEALING ACTIVATION

## The Mirror Wall

\$2,000

- Branded signage at the interactive wall
- Reflection prompts and take-home cards
- Recognition during the evening's ceremony and Fund-A-Need moment
- Named as a Healing Activation Partner across JiVA's social coverage and event materials

GUEST EXPERIENCE

## The Take-Home

\$2,000

- Branded deck of cards with your logo, gifted to every guest
- Themed to the Smoke & Mirrors evening — a keepsake guests carry home
- Digital post-event recognition and social tag
- Logo presence on take-home packaging

PODCAST SPONSORSHIP

## The Broadcast

\$1,500

- Named sponsor mention on JiVA's podcast series on Rukus Avenue Radio, the world's #1 South Asian radio network
- 10 million monthly listeners globally
- Logo in episode show notes and on JiVA social coverage
- Recognition as a media sponsor at the gala

Add-ons stack with any sponsorship tier or may be reserved independently. Limited to one sponsor per activation. First reserved, first confirmed.

COLLABORATION OPPORTUNITIES

# Own a *chapter* of the evening.

EXPERIENCE · NAMING RIGHTS

## The *Bar* Experience

*\$3,500*

- Name the evening's signature cocktail — your brand lives on every menu, every cocktail napkin, every photo taken at the bar all night
- Reaches all 175–200 guests throughout the evening
- Custom bar branding and high-traffic signage
- On-stage shout-out and full social coverage
- Professional photography for your marketing use

EXPERIENCE · NAMING RIGHTS

## The *Dining* Experience

*\$5,000*

*For brands seeking immersive guest engagement at table rather than stage visibility.*

- Table-level visibility with all 175–200 seated guests during the 90-minute dinner service
- Branded menus and table-top signage
- On-stage recognition during dinner service
- Social and post-event video spotlight
- Professional photography for your marketing use

Pricing for naming rights is inclusive of all listed benefits. Custom activations available — contact **Ektha Aggarwal** at [info@jivamentalhealth.com](mailto:info@jivamentalhealth.com).



VOICES FROM THE WORK

# When the mirror *holds*.

The following voices reflect real experiences. Names of community participants have been changed to protect privacy.

“

*I spent fifteen years in this country telling myself I was fine. I was a doctor. I had the house. I had the family. No one asks a South Asian doctor if he is okay. JiVA was the first place I sat in a room and did not have to explain why it was complicated.*

Rohan M.

PHYSICIAN · LOS ANGELES

“

*After my son was born I could not speak about what I was feeling. In my family you just carry on. A friend sent me a link to JiVA and I remember reading the website and crying because someone had written exactly what was living inside me. I did not know that was allowed.*

Priya S.

POSTPARTUM PROGRAM PARTICIPANT ·  
ORANGE COUNTY

“

*We sponsor a lot of things. Most of them feel transactional. This one felt like we were part of something that actually mattered to the people in that room. That is rare.*

Past Gala Sponsor

LOS ANGELES



JOIN US

Behind the smoke, there's truth. Behind the mirrors, there's healing. Behind your investment: *a community finally being seen.*

● RESERVE YOUR SPONSORSHIP BY SEPTEMBER 1, 2026

2026 GALA  
REVENUE GOAL

**\$100,000**

*Your sponsorship moves us closer.*  
SECURE YOUR TIER TODAY

*Schedule a 15-minute call with Ektha Aggarwal to discuss your sponsorship.*

**PARTNERS & COLLABORATORS**

UCLA · Postpartum Support International · National University · Rukus Avenue Radio · Crossroads School ·  
IFFLA · Satrang · Alapio · Tesla · Marina Ritz-Carlton · Lazy Dog

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