Canadian Mental Health Association
Alberta
Mental health for all

MAR 7-8
Westin Edmonton

2021 WORKING STRONGER

ALBERTA'S WORKPLACE MENTAL HEALTH CONFERENCE

Building the Mental Health of Alberta's Workforce

Sponsorship Opportunities

CANADIAN MENTAL HEALTH ASSOCIATION, ALBERTA DIVISION presents

2021 WORKING STRONGER

ALBERTA'S WORKPLACE MENTAL HEALTH CONFERENCE

Building the Mental Health of Alberta's Workforce

The Canadian Mental Health Association (CMHA), Alberta Division is hosting a conference in March 2021 designed to guide Alberta's employers in building mentally healthy workplaces.

Working Stronger – Building the health of Alberta's workforce is two days of networking, knowledge translation and conversation supporting healthier workplaces across the province. Each year, the conference brings together the most creative and inspiring mental health thinkers and leaders in the field to share their experiences and expertise.

Our vision is mentally healthy people in a healthy society.

The **Working Stronger Conference** is not possible without the generous support of our sponsors.

As a sponsor you:

- Profile your own workplace mental health leadership, initiatives and efforts.
- Provide learning and networking opportunities for your staff, contributing to your own workplace mental health.
- Receive exclusive opportunities to extend your influence and engage colleagues and your community to help nurture and sustain innovation.
- Meaningfully advance our collaborative effort to reduce stigma where we live, work and play.

Sponsorship Opportunities

PRESENTING SPONSOR
$25,000 (one available)
HSAA

- Exclusive recognition as the conference Presenting Sponsor:
  - Front cover of printed program and primary recognition on conference app
  - Conference website
  - All signage
  - All marketing materials, including print & digital
  - Plenary screen
  - Verbal recognition during opening and closing ceremonies
- Opportunity for opening remarks
- Opportunity to introduce one keynote speaker of your choice
- One full page, colour advertisement in the printed program
- 5 complimentary conference registrations; 10 discounted conference registrations
- Complimentary exhibitor booth space
- Opportunity to provide participant bags
- Opportunity to choose the conference wifi password
- Opportunity to choose the conference hashtag to be used on social media
- A reserved VIP table(s) for all organization registrants
- Opportunity to submit a conference abstract

HOSPITALITY SPONSOR
$25,000 (one available)
SunLife

- Recognition as the conference Hospitality Sponsor:
  - Printed program and conference app
  - Plenary screen
  - Conference website
- Opportunity to give closing remarks
- One full page, colour advertisement in the program
- Complimentary exhibitor booth space
- Inclusion of marketing item in the participant bags
- 4 complimentary registrations; 10 discounted conference registrations
- A reserved VIP table(s) for all organization registrants
- Opportunity to activate two hospitality elements at the conference, including but not limited to:
  - Centre pieces for plenary tables
  - Choose the gift for presenters (restrictions and fees may apply)
  - Choose the gift for participants (restrictions and fees may apply)
  - Photobooth (restrictions and fees may apply)
  - Introduce award ceremony and/or present CMHA Alberta Division awards
- Opportunity to submit a conference abstract

Sponsorship Opportunities

WELLNESS SPONSOR
$20,000 (one available)
Alberta Blue Cross

- Exclusive recognition as the conference Wellness Sponsor
  - Printed program and conference app
  - Plenary screen
  - Conference website
- One half page, colour advertisement in the program
- Complimentary exhibitor booth space
- Provide 400 notepads for conference tables
- 3 complimentary registrations; 10 discounted conference registrations
- A reserved VIP table(s) for all organization registrants
- Opportunity to activate the Wellness Room and one other activation space (TBD)
- Opportunity to provide one wellness-related activity to conference participants during the health breaks
- Co-produce the Workplace Mental Health and Wellness videos
- Opportunity to submit a conference abstract

CONFERENCE STREAM SPONSOR
$15,000 (three available)

- Recognition as Conference Stream Sponsor:
  - Printed program and conferencen app
  - Plenary screen
  - Conference website
- Verbal recognition in the opening ceremonies during the introduction of conference stream
- Opportunity to introduce up to three workshops in the sponsored stream
- Complimentary exhibitor booth space
- 2 complimentary registrations; 5 discounted conference registrations
- A reserved VIP table(s) for all organization registrants
- Opportunity to submit a conference abstract related to your sponsored stream

KEYNOTE SPONSOR
$15,000 (two available)

- Recognition as a conference Keynote Sponsor
  - Printed program and conference app
  - Plenary screen
  - Conference website
- Verbal recognition in the introduction of one keynote speaker
- Opportunity to introduce one keynote speaker
- Complimentary exhibitor booth space
- 2 complimentary registrations; 5 discounted conference registrations
- A reserved VIP table(s) for all organization registrants
- Opportunity to submit a conference abstract

PROGRAM & APP SPONSOR
$10,000 (one available)

- Exclusive recognition as Program and App sponsor:
  - Printed program and conference app
  - Plenary screen
  - Conference website
- One half page, colour advertisement in the program
- Display on conference app
- Verbal recognition in closing ceremonies
- 2 complimentary registrations

Sponsorship Opportunities

NUTRITION SPONSOR
$7,000 (one available)
Alberta Federation of Labour

- Exclusive recognition as Nutrition sponsor:
  - Printed program and conference app
- Logo on all buffet tables for both days
- Verbal recognition in the opening and closing ceremonies
- 1 complimentary registration

PARTICIPANT SPONSOR
$5,000 (three available)

- Logo on the plenary screen and in the printed program
- Verbal recognition in closing ceremonies
- Recognition to all complimentary registrations of the support from the organization

DIGITAL SPONSOR
$5,000 (one available)

- Logo on the plenary screen and in the printed program
- Inclusion of marketing item in the participant bags
- Verbal recognition in closing ceremonies
- 1 complimentary registration

PROMOTIONAL SPONSOR
GIFT IN KIND

- Provide a gift for each participant (450) and/or
- Provide a gift for all workshop speakers (75) and/or
- Provide a gift for all keynote speakers (5) and/or
- Provide a gift for all VIP guests (10)
- Opportunity to put logo on gift (restrictions may apply)
- Verbal recognition during conference
- Logo on plenary screen and in the printed program
- Complimentary exhibit space (restrictions may apply)
- 2 discounted registrations

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Sponsorship Request Form

Please choose a Sponsorship package:

✔	Sponsorship Package Option	Opportunities Available	Cost
	Presenting Sponsor **HSAA**	1	$25,000
	Hospitality Sponsor **SunLife**	1	$25,000
	Wellness Sponsor **ABC**	1	$20,000
	Conference Stream Sponsor	3	$15,000
	Keynote Sponsor	2	$15,000
	Program & App Sponsor	1	$10,000
	Nutrition Sponsor **Alberta Federation of Labour**	1	$7,000
	Participant Sponsor	3	$5,000
	Digital Sponsor	1	$5,000
	Promotional Sponsor	_____	Gift in Kind

Total: _____

Payment Method: ☐ Cheque ☐ Money Order ☐ VISA ☐ Mastercard

Organization Name	
Address	
Contact Name	Phone #
Email	
Credit Card #	Amount $
Expiration Date	Authorization #
Authorized Signature	

Return this form by email to workingstronger@cmha.ab.ca with credit card details or mail in this form with a cheque to:
CMHA, Alberta Division
320 Ledgeview Business Centre
9707 – 110 Street NW
Edmonton, AB T5K 2L9

Need assistance?

Please contact us by phone to process your sponsorship requests **(780) 482-6576** or by email at workingstronger@cmha.ab.ca.

www.alberta.cmha.ca