



# WORKING STRONGER

Alberta's Workplace  
Mental Health Conference

October 28 & 29, 2025

## SPONSORSHIP PACKAGE

### IN THIS BOOKLET

Learn how your sponsorship of CMHA Alberta and Centre for Suicide Prevention's 2025 Working Stronger Conference will showcase your organization and benefit mental health across Alberta.



Canadian Mental  
Health Association  
Alberta  
*Mental health for all*



centre for  
suicide prevention

# ABOUT THE WORKING STRONGER CONFERENCE

**Canadian Mental Health Association, Alberta Division and Centre for Suicide Prevention are now accepting abstract submissions for speakers and workshop presenters at Alberta's leading workplace mental health conference.**

*As Alberta's premier workplace mental health conference, Working Stronger offers two immersive days filled with transformative workshops, captivating keynotes, and inspiring stories. Our goal is to create and sustain mentally healthy workplaces that empower individuals and organizations to thrive. Join us as we collectively pave the way towards mentally healthy work environments that foster well-being, belonging, and success for all.*

We invite you to be a part of the eighth annual Working Stronger Conference, hosted by Canadian Mental Health Association, Alberta Division and Centre for Suicide Prevention at **The Westin in Edmonton, Alberta** on **October 28 & 29, 2025**.

This interactive in-person conference is tailored for front-line employees, middle managers, and senior leadership. Attendees will be equipped with the tools to bring positive change to their organization. Whether they're navigating workplace mental health for the first time or refining established strategies, this conference is designed to empower people to harness the full potential of the people and resources within their organization.

The conference serves as a platform for passionate individuals from varying industries who are dedicated to advancing mental health within their organizations. Senior leaders, frontline employees, union personnel, consultants, occupational health and safety teams, human resource professionals, first responders, and health professionals come together to learn, share, and grow together.

Working Stronger features inspiring mental health speakers, engaging panel discussions, interactive workshops, and insightful stories from people living and working with mental health struggles. Working Stronger is an opportunity to find tools, strategies, resources, and support to become an influential mental health champion in your workplace.

Don't miss this opportunity to be a part of the Working Stronger Conference where knowledge meets action.

## 2025 THEME: *STREAMS OF STRENGTH*

This year, we invite you to embark on a journey through the **Streams of Strength** that flow into thriving workplaces. Like a river fed by multiple tributaries, mentally healthy organizations are shaped by interconnected streams of best practices, inclusive strategies, and creative solutions to unique challenges. To learn more about the conference theme and streams, visit [workingstronger.cmha.ca/conference](https://workingstronger.cmha.ca/conference).

## MENTAL HEALTH IN THE WORKPLACE

### Your organization can make mental health matter

**Working Stronger is not possible without the generous support of our sponsors.** The Working Stronger Conference relies on the invaluable support of sponsors like you to bring our mission of fostering mentally healthy workplaces to life. By becoming a sponsor, you'll play a vital role in promoting mental health and well-being in the workplace, while enjoying numerous benefits for your organization.

## SPONSORSHIP BENEFITS

### Why sponsor Working Stronger 2025:

- **Showcase your leadership:** Highlight your organization's commitment to mental health initiatives, leadership, and efforts to create a positive work environment.
- **Empower your team:** Provide your staff with unique opportunities for learning and networking, enriching their understanding of mental health and well-being.
- **Exclusive opportunities:** Gain access to exclusive opportunities that allow you to expand your influence, connect with like-minded organizations, and engage individuals in the pursuit of innovation.
- **Reduce stigma:** Join us in our meaningful endeavour to reduce stigma surrounding mental health in Alberta's workplaces, communities, and recreational spaces.

# SUPPORTING MENTAL HEALTH IN THE WORKPLACE

## Join us as a Working Stronger 2025 sponsor

Working Stronger Conference sponsors play a vital role in promoting mental health and well-being in the workplace.

### Working Stronger 2025 Sponsorship Benefits:

- **Showcase your leadership:** Highlight your organization's commitment to mental health initiatives, leadership, and efforts to create a positive work environment.
- **Empower your team:** Provide your staff with opportunities for learning and networking, enriching their understanding of mental health and well-being.
- **Networking opportunities:** Gain access to networking opportunities that allow you to expand your influence, connect with like-minded organizations, and engage individuals in the pursuit of mentally healthy workplaces.
- **Reduce stigma:** Join us in our mission to reduce stigma surrounding mental health in Alberta's workplaces.

## SPONSORSHIP TYPES

### PRESENTING SPONSOR |

#### Exclusive | Sponsor spot filled

Lead the way in workplace mental health for everyone. By becoming the exclusive Presenting Sponsor of Working Stronger, your organization will be featured as a key partner in delivering the 2025 conference.

### HOSPITALITY SPONSOR

#### \$40,000 investment | Exclusive | One sponsor spot available

Show your commitment to mental health in the hospitality sector. By aligning with Working Stronger as a supporter, you'll play a pivotal role in bringing this vital conference to hospitality organizations.

### PSYCHOLOGICAL HEALTH AND SAFETY SPONSOR

#### \$20,000 investment | Exclusive | One sponsor spot available

Demonstrate your support for CMHA Alberta and Centre for Suicide Prevention's mission of fostering a psychologically safe and healthy workplaces by highlighting your adherence to the National Standard of Psychological Health and Safety and addressing this topic at the conference.

## **TRAVEL SPONSOR**

### **\$20,000 investment | Exclusive | One sponsor spot available**

Help remove financial barriers for attendees by supporting travel costs for those who may not otherwise be able to attend the conference. Your sponsorship demonstrates a commitment to accessibility and inclusivity in workplace mental health.

## **SPEAKER SPONSOR**

### **\$10,000 investment | Four sponsor spots available**

Assist in providing top-tier thought leaders, speakers, and innovators to conference attendees.

## **DELEGATE SPONSOR**

### **\$5,000 investment | Four sponsor spots available**

Help remove financial barriers for non-profits and individual delegates with lived experiences to attend the conference at no cost.

## **KINDNESS SPONSOR**

### **\$1,000 investment**

Help make this year's conference a success by investing in essential conference materials including delegate bags, notebooks, pens, and other takeaway tools.

## SPONSORSHIP DELIVERABLES

	Presenting	Hospitality	Psych H&S / Travel	Speaker	Delegate	Kindness
Verbal recognition	✓	✓	✓	✓	✓	✓
Website & app recognition	✓	✓	✓	✓	✓	✓
Opening or closing ceremony remarks	✓	✓				
Logo on stage	✓	✓	✓	✓		✓
Logo on stage during speaker/panel				✓		
30-second video in lobby	✓	✓	✓	✓		
Complimentary exhibitor booth*	✓	✓	✓	✓		✓
VIP table for sponsor invitees	✓	✓	✓			
Complimentary registrations	10	10	5	5	1	1
Discounted registrations	20	15	10	10		
Post-conference webinar	✓	✓	✓			
Complimentary virtual exhibitor booth in app	✓	✓	✓			

\*Restrictions apply based on number of booths available

## EXHIBITOR BENEFITS

### Showcase your dedication to workplace mental health.

The Working Stronger Conference thrives thanks to the contributions and support of our exhibitors. Whether you are an individual, organization, or non-profit championing workplace mental health, we invite you to purchase an exhibitor package and showcase your work to our conference participants.

#### Exhibitor opportunities:

- **Profile your leadership:** Highlight your workplace's mental health leadership, initiatives, and dedication to fostering a positive work environment.
- **Exhibit booth space:** Host an exhibit booth space to promote your workplace mental health strategies, products, or services directly to our engaged audience.
- **Reduce stigma:** Join us in making a meaningful impact by contributing to the collective effort to reduce stigma surrounding mental health in Alberta, where individuals live, work, and play.

## EXHIBITOR TYPE

### EXHIBITOR PACKAGE

**\$1,000 investment | 15 exhibitor spots available**

#### Exhibitor benefits:

- One (1) eight-foot (8') table and one (1) chair;
- One complimentary conference registration; and
- Your organization's logo on the conference website, app, and plenary screen.

# BECOME A SPONSOR OR EXHIBITOR

**Secure your sponsorship or exhibitor package today.**

Sponsorship and exhibitor opportunities are limited. Please reach out to secure your preferred package by **July 15, 2025**.

## SUBMIT YOUR SPONSORSHIP OR EXHIBITOR REQUEST

Please contact **Event Manager Sherry Sim** by phone to process your sponsorship requests at **1.866.655.8548** or send the request by email to **workingstronger@cmha.ab.ca**.

**You can also complete the following form to submit with your request.**

### Sponsorship and Exhibitor Request Form

Sponsorship or Exhibitor Option:

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Organization name

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Address

---

Contact name

Postal code

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Email

Phone #

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Payment method (circle)

**Cheque / Credit Card / Cash / Invoice**

**CMHA Alberta and Centre for Suicide Prevention will be in contact about your request within five (5) business days.**