

# ▶ AHEAD BY A CENTURY

THE SHAPE OF  
THINGS TO COME

## ▶ MentalHealthForAll

CONFERENCE 2018

## ▶ FAIRMONT HOTEL, MONTRÉAL, QUÉBEC

October 22 – 24, 2018

[conference.cmha.ca](http://conference.cmha.ca)



**We have reached a watershed moment:** the community mental health movement in Canada, as embodied by CMHA, is a century old. We can look at how far we have come, but now is also the time to look ahead and innovate for the future.

On the occasion of its 100<sup>th</sup> anniversary, the Canadian Mental Health Association is hosting its third annual Mental Health for All Conference from October 22 to 24, in Montreal, Quebec. The theme of this year's conference is "Ahead by a Century: The Shape of Things to Come".

When CMHA was founded 100 years ago, CMHA founder Dr. Clarence Hincks and his supporters were already talking about reducing stigma and about more humane care for people suffering from mental illness. He was ahead of his time. It's our turn to get *ahead by a century*.

The Mental Health for All (MH4A) Conference plays a unique role in uniting the Canadian mental health sector. Now in its third year, the MH4A Conference is an important place of convergence, where health care providers, front-line workers, researchers, funders, policy makers and people with lived experience of mental health issues come together to set the agenda.

This year at the MH4A Conference, we are very deliberately embarking on a new century, a century where we put everything we have towards promoting mental health, and preventing mental illness before it can take hold.

The future of mental health lies in moving upstream to mental health promotion and mental illness prevention. It means intervening earlier, promoting mental health and preventing mental illness.

It's time to envision the future of mental health in Canada. To invest in a future where schools are places that foster resilience in our children, where campuses are places where risk factors for mental illness are reduced, where workplaces are psychologically safe spaces, and communities are diverse and thriving.

**Let's share, create and innovate. Together, let's catapult mental health into the next century.**



Canadian Mental  
Health Association  
Association canadienne  
pour la santé mentale



years of  
community  
ans dans la  
communauté

# CHANGEMAKER PARTNER

\$100,000

## KEY VISIBILITY POSITIONS

Recognition in communications with government

Corporate logo on the cover of the program

Corporate logo on delegate badge

Corporate logo on directional signage

Recognition on home page of conference website

Recognition on sponsors page of conference website

Prominent citation in media release

## PROGRAM COLLABORATION

Input into program content development

Preferred abstract review

Introduce or thank a keynote speaker

## MARKETING OPPORTUNITIES

Logo featured on marketing materials and signage

Short video at plenary session (provided by sponsor)

Branded marketing item in delegate bag

Prominent advertisement in printed program

Branded tent-card on each plenary table

Feature logo slide on plenary room main screens

## GOVERNMENT RELATIONS

GR submissions include CHANGEMAKER recognition

Guaranteed recognition in high-profile GR meetings

Guaranteed seating near policy influencers

## ACCESS TO DELEGATES AND VIPS

Recognition on program

Recognition during opening of the conference

Complimentary exhibit space

Recognition during introductory and closing remarks

Two tickets to VIP reception

## MEDIA AND SOCIAL EXPOSURE

Social media recognition and profiling

Photography of sponsors at event for corporate use

Recognition on cmha.ca

Featured in CMHA publications

Sponsor story on conference website

## PREFERRED REGISTRATION

Complimentary registration for up to four delegates

Option to donate registrations to delegates with lived experience of a mental illness for further recognition

**SOLD!**



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*Mental health for all*

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# CENTENNIAL PARTNER

\$100,000

## SENIOR EXECUTIVE VISIBILITY

Introductory remarks at the opening of the conference

Introduce or thank a keynote speaker

Recognition during introductory and closing remarks

2 seats at Conference VIP table

2 tickets to VIP Reception/GR Convening

Complimentary registration for up to four delegates

## KEY MARKETING VISIBILITY

Co-development of Wifi password (with CMHA)

Naming of "Twitter Concierge" booth

One prime complimentary exhibit space

Short video at plenary session (provided by sponsor)

Feature logo slide on plenary room main screens

Branded tent-card on each plenary table

Corporate logo on the cover of the program

Prominent advertisement in printed program

Corporate logo on delegate badge

Branded marketing item in delegate bag

Logo on directional signage

Logo on marketing materials

Recognition on home page of conference website

## GOVERNMENT RELATIONS

Recognition in communications with government

GR submissions include CENTENNIAL recognition

Guaranteed recognition in high-profile GR meetings

Guaranteed seating near policy influencers

## TRADITIONAL AND SOCIAL MEDIA

Prominent Citation in Media Release

Social media recognition and profiling

Sponsor story on conference website

Recognition on cmha.ca

Featured in CMHA publications



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# CORNERSTONE PARTNER *\* 1 REMAINING*

\$50,000

## SENIOR EXECUTIVE VISIBILITY

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Introduce or thank a keynote speaker

Recognition during introductory and closing remarks

2 seats at Conference VIP table

2 tickets to VIP Reception/ GR Convening

Complimentary registration for up to two delegates

## KEY MARKETING VISIBILITY

One prime complimentary exhibit space

Short video at plenary session (provided by sponsor)

Feature logo slide on plenary room main screens

Branded tent-card on each plenary table

Corporate logo on the cover of the program

Prominent advertisement in printed program

Corporate logo on delegate badge

Branded marketing item in delegate bag

Logo on directional signage

Logo on marketing materials

Recognition on home page of conference website

## GOVERNMENT RELATIONS

Recognition in communications with government

Guaranteed recognition in high-profile GR meetings

Guaranteed seating near policy influencers

## TRADITIONAL AND SOCIAL MEDIA

Prominent Citation in Media Release

Social media recognition and profiling

Sponsor story on conference website

Recognition on cmha.ca

Featured in CMHA publications



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# CENTURY AWARDS PARTNER

\$50,000

## SENIOR EXECUTIVE VISIBILITY

Introductory remarks for the CMHA Century Awards

Introduce or thank an award winner

Recognition during introductory and closing remarks

2 seats at Conference VIP table

2 tickets to VIP Reception/ GR Convenign

Complimentary registration for up to two delegates

## KEY MARKETING VISIBILITY

One prime complimentary exhibit space

Corporate logo in event program

Prominent advertisement in printed program

Branded marketing item in delegate bag

Logo on marketing materials

Recognition on home page of conference website

## GOVERNMENT RELATIONS

Recognition in communications with government

Guaranteed recognition in high-profile GR meetings

Guaranteed seating near policy influencers

## TRADITIONAL AND SOCIAL MEDIA

Prominent Citation in Media Release

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Recognition on cmha.ca



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# KEYNOTE PARTNER

\$25,000

## SESSION EXCLUSIVITY (37)

**SOLD!**

Introduce or thank keynote speaker/pa

exhibit space

2 Seats at Conference VIP Table

social media recognition and profiling

Complimentary registration for 2 delegates

Corporate logo recognition and advertisement in program

2 Tickets to VIP Reception/ GR Convening

Logo on homepage of conference website

Recognition at plenary session

Branded marketing item in delegate swag bag

# STREAM PARTNER

\$25,000

Recognition at Plenary Session

Logo recognition and advertisement in program

Complimentary registration for 2 delegates

Logo on sponsor page of conference website

2 Seats at Conference VIP Table

Social media recognition

2 Tickets to VIP Reception/ GR Convening

Branded marketing item in delegate swag bag

Complimentary exhibit space in prime location

Logo placement on introductory slide of each stream session



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# ALLY SUPPORTER

\$25,000

**SOLD!**

Participation as moderator at breakout session

Priority exhibit space

2 seats at Conference VIP Table

Logo and profiling

Complimentary registration for 2 delegates

State logo recognition and advertisement in program

2 Tickets to VIP Reception/ GR Convening

Logo on homepage of conference website

Recognition at plenary session

Branded marketing item in delegate swag bag

# VIP RECEPTION HOST

\$20,000

**SOLD!**

## DIRECT DELEGATE ACCESS

Naming of Reception

Logo in printed program

Branded signage at Reception

Complimentary registration for 2 delegates

Social media recognition and profiling

2 Seats at Conference VIP Table

Recognition at plenary session

2 Tickets to VIP Reception/ GR Convening



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# PROGRAM PARTNER

\$15,000

## DIRECT DELEGATE ACCESS

Recognition at plenary session

Participation in breakout session

One complimentary registration to conference

Corporate logo inside program

Advertisement inside program

Opportunity to insert branded item in delegate bag

Recognition in sponsors section on conference website

# TRANSLATION PARTNER

\$10,000

## CULTURAL SIGNIFICANCE

Branded signage at Simultaneous Interpretation Booth

Recognition at plenary session

Participation as moderator at bilingual session

One complimentary registration to conference

Opportunity to insert branded item in delegate bag

Recognition in sponsors section on conference website

Corporate logo inside program

Personal thank you letter from the CEO and Board Chair



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# PROGRAM SUPPORTER

\$5,000

## DIRECT DELEGATE ACCESS

Recognition at plenary session

Participation as a moderator at a session

One complimentary registration to conference

Corporate logo inside program

Recognition in program

Insert branded item in delegate bag

Recognition in sponsors section on conference website

**SOLD!**

# DELEGATE SUPPORTER

\$5,000  
each

## SPONSOR A DELEGATE WITH LIVED EXPERIENCE

Full conference registration for a delegate

Meals and accommodation for the delegate

Recognition inside the program

Recognition on the conference website

Personal thank you card from sponsored delegate(s)

Recognition at a plenary session

# CONTRIBUTING SUPPORTER

\$1,000  
each

## BE A PART OF THE ACTION

Opportunity to insert branded item in delegate bag

Recognition on the conference website



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# MentalHealthForAll

## CONFERENCE 2018

FAIRMONT QUEEN ELIZABETH  
OCTOBER 22-24 MONTREAL

*The Shape of Things to Come.*

CMHA is proud to have played a vital leadership role in community mental health over the past century, pushing for an approach that centres on the lives of people with mental health problems, and not on the institutions and systems designed to help them.

It's time to envision the future of mental health in Canada. To invest in a future where schools are places that foster resilience in our children, where campuses are places where risk factors for mental illness are reduced, where workplaces are psychologically safe spaces, and communities are diverse and thriving.

**Please join us** thinking outside the box toward a population based mental health approach for the next century.

For sponsorship opportunities please contact:

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