

SPONSORSHIP  
OPPORTUNITIES

MARCH 11-12

Anvil Centre, New Westminster

# Bottom Line 2020

WORKPLACE MENTAL HEALTH CONFERENCE

**Dismantling Barriers, Opening Doors: Inclusion at Work**



## ABOUT THE CONFERENCE



The 2020 National Bottom Line Conference is about belonging. Our conference theme, **Dismantling Barriers, Opening Doors: Inclusion at Work**, explores how one's sense of belonging—or lack of belonging—affects worker psychological health and safety and impacts workplace culture.

Since 2002, the Canadian Mental Health Association's **Bottom Line Conference** has been bringing together business leaders, workers, union representatives, policy makers and researchers to share real experiences, successes, ideas and expertise on improving mental health in Canadian workplaces. **The annual event attracts over 350 delegates from across BC and beyond.**

## We can't do it without you.

### As a sponsor you:

- Profile your mental health commitment and leadership
- Provide an unmatched learning and networking experience for your staff
- Connect with a rich community of leaders and innovators who care about mental health
- Help us promote mental health for all



# SPONSORSHIP OPPORTUNITIES

## Diamond Presenting Sponsor

CALL TO DISCUSS

Exclusive recognition as the conference presenting sponsor including Emcee mention, logo on conference stage screens, top billing on conference website, reserved table and recognition in CMHA BC Annual Report

- **Exclusive opportunity to introduce headline keynote speaker**
- 8 mentions in social media and email newsletter bulletins
- One full-page colour ad on inside front cover of conference printed mini-program as well as logo on back cover
- Complimentary display booth at location of your choice
- 5 complimentary conference registrations
- High-quality digital photos

## Gold Workshop Sponsor

\$15,000

Recognition including Emcee mention, logo on conference website, reserved table and recognition in CMHA BC Annual Report

- **Opportunity to introduce workshop**
- 3 mentions in social media and email newsletter bulletins
- Logo on back cover of conference printed mini-program
- Complimentary display booth
- 2 complimentary conference registrations
- High-quality digital photos

## Bronze Sponsor

\$5,000

Recognition including logo on conference website

- One mention in social media and email newsletter bulletins
- Logo on inside back cover of conference printed mini-program
- 1 complimentary conference registration
- High-quality digital photos

## Emerald Panel Sponsor

\$20,000

Recognition including Emcee mention, logo on conference stage screens, prominent placement on conference website, reserved table and recognition in CMHA BC Annual Report

- **Opportunity to host panel conversation**
- 4 mentions in social media and email newsletter bulletins
- One half-page colour ad in conference printed mini-program as well as logo on back cover
- Complimentary display booth in prominent high traffic area
- 2 complimentary conference registrations
- High-quality digital photos

## Silver Coffee Break Sponsor

\$10,000

Recognition including Emcee mention and logo on conference website

- **Opportunity to host coffee break**
- One mention in social media and email newsletter bulletins
- Logo prominent on inside back cover of conference printed mini-program
- 50% off exhibitor display booth
- 2 complimentary conference registrations
- High-quality digital photos

## Friend Sponsor

\$2,000

Recognition including logo on conference website

- Logo on inside back cover of conference printed mini-program
- High-quality digital photos

## ABOUT US



The **Canadian Mental Health Association (CMHA)** is the nation-wide leader and champion for mental health. CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness. Founded over a century ago, CMHA is a charity that has grown to over 75 branches and provincial divisions, serving communities across Canada.

**Our vision is mentally healthy people in a healthy society.**

**To discuss sponsorship opportunities, contact [sponsor@cmha.bc.ca](mailto:sponsor@cmha.bc.ca)**  
**To discuss workplace initiatives, contact [workplaces@cmha.bc.ca](mailto:workplaces@cmha.bc.ca)**

CMHA BC's **Workplace Mental Health** program offers dynamic and award-winning workshops and products that educate executives, managers, human resource and occupational health and safety personnel and healthcare professionals on mental health issues in the workplace.

With our help, you and your team will be able to:

- Discuss sensitive/contentious issues
- Resolve conflicts more effectively
- Separate performance issues from mental health issues
- Develop and implement strategies to align your business with the National Standard on Psychological Health and Safety in the Workplace

