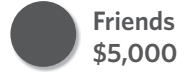
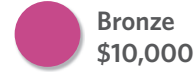
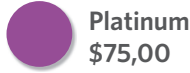
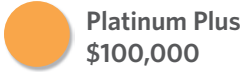




Levels of Sponsorship



All sponsors receive the universal benefits package which includes:

- Your logo and a link to your website on www.miaaw.ca
Rights to promote your sponsorship of MIAW and the Champions of Mental Health Awards
Your logo on monthly MIAW newsletter and the MIAW blog

Face Mental Illness Campaign

Table listing benefits for Face Mental Illness Campaign with columns for Platinum Plus, Platinum, Gold, Silver, Bronze, and Friends.

The Champions of Mental Health Awards

Table listing benefits for The Champions of Mental Health Awards with columns for Platinum Plus, Platinum, Gold, Silver, Bronze, and Friends.

A ALL S SELECTED 4 4 TICKETS

Table Sponsor - \$3500

- Table of 8 at the Champions Awards
Logo on table signage and multimedia presentations
Organization listed in event program and mentioned by Emcee

Donations

- Our organization is unable to sponsor, but would like to donate \$
Our organization would like to donate items/prizes (retail value of \$500 or more) to be included in the silent auction/raffle at the Champions Awards

Services

- Our organization would like to provide in-kind services (printing, travel etc.) in exchange for sponsorship



By supporting Mental Illness Awareness Week, your organization will leverage a marketing vehicle that reaches millions of Canadians, promotes your values and commitment to mental health, and contributes to reducing the stigma of mental illness, so people do not have to feel ashamed to seek the help and treatment they need.



More than **200,000** pieces of sponsor branded collateral distributed to over **7,000** organizations across the country. Millions of impressions made through a variety of media and advertising.

RESULTS: More than 55 million impressions annually!



The Annual Champions of Mental Health Awards are a key venue for sponsor exposure. More than **300** senior political, business and healthcare leaders attend.



Our integrated and active social networks promote discussion and are **key platforms** for brand promotion among a target audience.