



Mental Illness Awareness Week

October 3-9, 2010

Semaine de sensibilisation aux maladies mentales

3-9 octobre 2010

Sponsorship Kit

- 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 distributed to more than 2,000 subscribers

Levels of Sponsorship

	Platinum Plus \$100,000	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Bronze \$10,000	Friends \$5,000
Mental Illness Awareness Week						
Logo on MIAW promotional materials (brochures, resource kits, etc.)	All	All	Selected	Selected	Selected	Selected
Logo on correspondence with the MIAW network, media, stakeholders and supporters						Selected
Prominent mention of support in media outreach materials						
Logo on information packages to parliamentarians and other stakeholders						
Logo on nationally-distributed Face Mental Illness poster						
Logo on outdoor advertising materials						
Logo on print PSA advertisements						
Logo on select video PSAs						
Regular acknowledgement of sponsorship through social media networks such as Twitter and Facebook with links to your organization's networks						
Opportunity to contribute to the MIAW blog						
Opportunity to aid in Faces selection						
The Champions of Mental Health Awards						
Logo in Awards programme						
Logo on signage prominently displayed at Awards Venue						
Logo on multi-media presentation at Awards						
Acknowledgement of sponsorship by Emcee at the Awards						
Prominent mention of support in media announcements						
Table for eight at Champions of Mental Health Awards					4 Tickets	
Organization name listed in event program						
Logo on invitations to special stakeholder groups e.g. parliamentarians						
Logo on table signage						
Opportunity to provide an ad for multimedia presentation during the reception						
Optional opportunity to provide a branded token gift						
Opportunity to present an Award at the Ceremony						
Opportunity to offer welcoming remarks during the event programme						

Other Opportunities

Table Package - \$3500

- Table of 8 at the Champions Awards
- Logo on table signage
- Organization listed in event program

Donation

Our company is unable to sponsor, but would like to donate \$ _____

In-kind Donation

Our company would like to donate items/prizes (retail value of \$500 or more) to be included in the silent auction/raffle at the Champions Awards (prominent mention of your donation will be made at the awards)



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Supporting Mental Illness Awareness Week allows your organization to 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.

For more information about how you can help, please contact info@miaw.ca or **613-688-7791**.



More than **300,000** pieces of sponsor branded collateral distributed to over **6,000** organizations across the country.

The Annual Champions of Mental Health Awards are a key venue for sponsor exposure. **More than 350** senior political, business and healthcare leaders attend.



Through a variety of media including outdoor advertisements, print ads and broadcast PSAs, **the campaign delivers the message that Recovery is Possible** to millions of Canadians each year.