



Canadian Mental
Health Association
British Columbia
Mental health for all

Sponsorship Invitation

Bottom Line 2017

Transforming Workplace Culture: Agents and Allies



Feb 21-22, 2017

Vancouver Marriott Pinnacle Downtown Hotel

The Canadian Mental Health Association's (CMHA) annual National Bottom Line Conference brings together business leaders, policy-makers, researchers, and workers from across the country to improve mental health in Canadian workplaces.

Bottom Line | Feb 21–22, 2017

The National Bottom Line Conference is the oldest established workplace mental health conference in Canada (est. 2002). The Canadian Mental Health Association brings together employers, union leaders and health professionals from across the country to learn about mental health issues and best practices in workplace mental health.

Over 370 delegates attended the 2016 national conference hosted in Vancouver. Through informative speakers, engaging panel discussion and comprehensive workshops we empower delegates to become mental health champions in their workplace.



Sponsor Benefits	Presenting \$35,000+	Diamond \$25,000+
Introduce speaker	✓	✓
Verbal recognition at conference	✓	✓
Logo on conference stage screens and signage	✓	✓
Preferred seating for conference	Reserved table	Reserved table
Profile on national conference website	Top billing	Prominent
Recognition on social media sites and e-lets	✓	✓
Complimentary display booth	8ft table choice location	8ft table choice location
Complimentary workshop or program consultation from CMHA	2 Full-day \$6,000 value	Full-day \$3,000 value
Exclusive learning/networking event	✓	✓
Recognition in CMHA BC Annual Report	✓	✓
Logo in conference program	✓	✓
Registration for two day conference (value: \$850/registration)	7	6
Final report and digital photos	✓	✓

Sponsor Benefits

The National Bottom Line Conference is not possible without the generous support of our sponsors. As a sponsor you:

- See your own workplace mental health leadership and your initiatives and efforts profiled
- Provide learning and networking opportunities for your staff, contributing to your own workplace mental health
- Receive exclusive opportunities to extend your influence and engage colleagues and your community to help nurture and sustain innovation
- Meaningfully advance our collaborative effort to reduce stigma where we live, work and play



Sponsorship Opportunities

Emerald \$20,000+	Gold \$15,000+	Silver \$10,000+	Bronze \$5,000+	Friend \$2,000+	Colleague \$500+
✓	✓				
✓	✓				
Reserved table	✓				
✓	✓	✓			
✓	✓	✓			
8ft table	6ft table	50% cost savings			
3-hour \$2,000 value	2-hour \$1,000 value	1-hour \$750 value	1-hour \$750 value		
✓	✓	✓	✓		
✓	✓	✓	✓	✓	
✓	✓	✓	✓	✓	✓
5	4	3	2	1	
✓	✓	✓	✓		

Your Community Impact

As a National Bottom Line 2017 sponsor, your financial contribution:

- Helps build a community of leaders dedicated to fostering workplace psychological health and safety
- Empowers participants to become change agents and allies in their communities
- Supports the Canadian Mental Health Association's evidence-based approach to a critical national issue
- Ensures the Bottom Line Conference continues to keep us current on workplace mental health innovations, issues and initiatives

Contact

To discuss sponsorship opportunities, contact:

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To discuss workplace initiatives, contact:

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**Canadian Mental
Health Association**
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About the Canadian Mental Health Association (CMHA)

As 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 almost a century ago, CMHA is a charity that has grown to over 105 branches and provincial divisions, serving communities across Canada.

Our vision is mentally healthy people in a healthy society.

About CMHA BC's Workplace Mental Health Program

Our program offers dynamic and award-winning workshops and products that will educate executives, managers, human resource and occupational health and safety personnel and health-care 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

For more on CMHA BC's Workplace Mental Health program, visit us at www.cmha.bc.ca

For more info on the Bottom Line Conference, visit www.bottomlineconference.ca