

DROP THE PUCK

FOR MENTAL HEALTH

The Fourth Annual

DROP THE PUCK FOR MENTAL HEALTH 2023

SPONSORSHIP PACKAGE

January 21, 2023 - THUNDERBIRD ARENA



Canadian Mental
Health Association
Mental health for all

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FOR MENTAL HEALTH



WHO WE ARE

Since its establishment, Drop the Puck for Mental Health (DTP) has created strong partnerships with like-minded organizations throughout the community. We are proud to work directly with the Vancouver-Fraser Branch of the Canadian Mental Health Association (CMHA-VF), UBC Recreation, and the UBC Board of Governors to ensure professionalism of our event and make the largest possible impact on the lives of youth dealing with mental health issues within Vancouver. We value the relationships that have been forged so far with notable community figures such as the former President of UBC Santa Ono and the former Board President of the CMHA-VF, Shawn McNaughton.



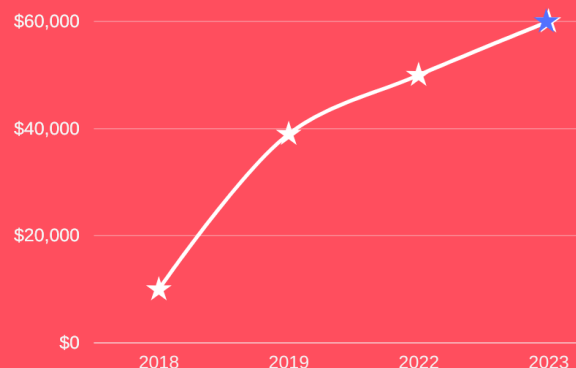
WHO WE BENEFIT

Over the years, we have raised money towards supporting the CMHA's Urban Resilience Opportunities for Kids (UROC) program. This year, the money will go towards CMHA-VF's programs providing accessible programming for seniors, adults, children, youth and first responders. These are low-barrier programs designed to help build resilience and confidence within our communities.

WHY SUPPORT US

Your generosity will be promoted on the UBC campus, through the student union, on personal and organizational social media channels and alumni networks. The campus hosts more than 100,000 people each day and the surrounding neighborhoods boost that reach. Our reach through social networks is expansive with a primary reach of more than 4,500 followers and the audience is diverse.

DROP THE PUCK ANNUAL IMPACT



For more information, flip the page and learn more about how your sponsorship can make this our best event yet!

“Drop the Puck is so important, not only because of the much-needed money they raise for mental health support programs and services, but because their reach with the UBC community is so great; they are helping reach both the campus community and alumni, which is very much aligned with our aim to provide access to mental health support for all.”

Ruby Ng

Chief Executive Officer

Canadian Mental Health Association, Vancouver-Fraser Branch

Drop the Puck for Mental Health

We are excited to announce the annual return of our UBC student-run fundraiser *Drop the Puck for Mental Health!* DTP is an exhibition hockey game that directly benefits the Vancouver Fraser division of the Canadian Mental Health Association (CMHA-VF). Since 2018, our fundraisers have brought together the UBC student community to raise awareness and money for mental health. The events have seen terrific attendance and have raised just shy of \$100,000 for the CMHA-VF with \$50,000 alone being raised at our last event!

Over the years, generous contributions from our donors have gone towards supporting the CMHA's Urban Resilience Opportunities for Kids (UROC) program. Through monthly outings, UROC helps build resiliency, create connection and instill confidence in children who live with a caregiver affected by mental illness. In addition to increasing the social network of children and promoting social skill development, the program ensures that youth have the opportunity to interact with safe and supportive adult role models, and focuses on forming healthy attachments through ongoing acceptance and long-term participation in the program.

Using our personal and organizational social media networks on Instagram, Facebook, and LinkedIn, we plan to reach out to the UBC student body, alumni, and surrounding community. With your support of Drop the Puck, we can all strive to #endthestigma.



Former UBC President Santa Ono performing the ceremonial puck drop at our 2019 event.



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DROP THE PUCK FOR MENTAL HEALTH	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
Naming sponsor for the event: "(your company) Presents: Drop The Puck For Mental Health 2023"	X			
A set of company logo's stickers worn on an entire team helmets	X	X*		
Multiple corporation banners or signs at the event at the event	X	X		
Special, individual social media post across all platforms, thanking the sponsor to a total audience of over 3000 people	X	X		
One e-blast thanking the sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all the Drop the Puck attendees.	X	X		
Opportunity to represent the company at the event through company promotional items, spokesperson or booth, if company desires.	X	X	X	
The inclusion of either a corporate or family name on a variety of promotional materials including: Phi Delta Theta (UBC) and Beta Theta Pi (UBC)'s website and social media platforms	X	X	X	
Verbal announcement at the event, thanking the company	X	X	X	X
Company logo displayed and thanked on event brochure	X	X	X	X

Platinum Tier is only available to one company

*Only the first company to select the Gold Sponsorship receive this reward

Sponsorship

There are several ways to sponsor this event, whether it be through financial donations through our website or raffle prizes to be highlighted and given out to winners at the event. This year we have four levels of sponsorship, each with its own unique marketing opportunities in relation to this event. We anticipate *Drop the Puck for Mental Health* to grow exponentially this year, with an expected fundraising goal of \$60,000 - a marquee event in Canada's largest Greek system. Below is an outline of the type of sponsorships that will help us reach this ambitious goal and the four tiers that are available, including benefits for each.

We are seeking sponsors to contribute through any means described below:

- Financial sponsorship of the event, paid directly to the Vancouver-Fraser Branch of the Canadian Mental Health Association.
- In kind goods and services to help reduce our costs of running the event or which allow us to boost our revenue through draws and contests.
- Product giveaways including, but not limited to, consumer goods, clothing, food or any other type of merchandise that would enhance the participant experience and provide you with a beneficial marketing exposure.

Presenting Sponsor

Donation: \$3000+

Platinum Sponsorship is the highest level of support your company can show for Drop The Puck. This tier is only available to the first company that commits to this tier. Your company will be the naming sponsor for our event meaning the entire event will be promoted as “(your company) Presents: Drop The Puck For Mental Health 2023”. This title will be used on the ticket page, promotional graphics, and special title shoutouts during the event.

Platinum Sponsorship includes:

- The event will be promoted as “(your company) Presents: Drop The Puck For Mental Health 2023”.
- Their company logo displayed as a sticker on an entire team’s helmets for the event.
- All other perks of Gold Sponsorship¹

¹ Due to restrictions at Father Bauer Arena, some alcohol and cannabis companies may have limitations on their physical presence at the event

Gold Sponsorship

Donation: \$1000+

The Gold sponsorship includes:

- Company logo displayed as a sticker on the player's helmets
- Multiple corporation banners or signs at the event (provided by sponsor if they desire).¹
- Day-of recognition through announcements.
- Opportunity to represent company at the event through giveaways, prizes, and a booth (company dresses and staffs).
- Inclusion in a cross-promotional social media campaign, where students are required to follow @ubcpidelts, @betaubc and the participating business on one of the following platforms: Facebook, Twitter or Instagram.
- One e-blast thanking the sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all the Drop the Puck attendees.
- One Facebook post promoting the sponsor to a fan base of 2000+ followers.
- One Instagram story promoting the sponsoring company to 2500+ followers, including any relevant links or promotions upon request.

¹ Due to restrictions at Thunderbird Arena, some alcohol and cannabis companies may have limitations on their physical presence at the event

Silver Sponsorship

Donation: \$500+

Sponsorship either in monetary form or a donation of goods and services equivalent to \$500. Silver Sponsorship will provide your company with public exposure at our event and beyond.

Silver Sponsorship includes:

- The inclusion of either a corporate or family name on a variety of promotional materials including: Phi Delta Theta (UBC) and Beta Theta Pi (UBC)'s website, social media, and other event materials.
- Verbal recognition through announcements during the game.
- Opportunity to represent the company at the event through company promotional items, or a booth (company dresses and staff).²
- One Facebook post promoting the sponsor to a fan base of 2,000+ followers.
- One Instagram story promoting the sponsor to 2,500+ followers.

² Due to restrictions at Thunderbird Arena, some alcohol and cannabis companies may have limitations on their physical presence at the event

Bronze Sponsorship

Donation: \$250

This level of sponsorship requires a financial donation of at least \$250 or a donation of goods and services equivalent to this amount and will provide your company/name with public exposure at the event and beyond.

Bronze Sponsorship includes:

- The inclusion of a corporate or family name on a variety of promotional materials including: Drop The Puck's website, social media, and event day materials.
- Day-of recognition through announcements.





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*Your support is much appreciated and goes a long way in our mission to destigmatize
mental health and create amazing opportunities for those in need.*

*If you have any questions or would like to sponsor this event please contact our Directors of
Operations*

Armon Kaboly - [**Armonkaboly@gmail.com**](mailto:Armonkaboly@gmail.com)

or

Alex Evans - [**A.b.evans@outlook.com**](mailto:A.b.evans@outlook.com)

The logo for DTP, with the letters 'DTP' in a bold, red, sans-serif font. The background of the entire page features a faint, stylized image of a hockey player in a white jersey with red and blue accents, holding a hockey stick, set against a light blue and white background.

DTP