



Canadian Mental
Health Association
Vancouver-Fraser
Mental health for all

2025

DROP THE PUCK

FOR MENTAL HEALTH

***SPONSORSHIP
PACKAGE***

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BECOME A SPONSOR

Join the excitement and support the 2025 **Drop the Puck for Mental Health** events as a sponsor. Be part of the positive change in children and youth mental health through the UROK and Here4Peers programs.

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ABOUT DROP THE PUCK FOR MENTAL HEALTH

Drop The Puck is an organization that has raised over \$161,000 for the Vancouver-Fraser branch of the Canadian Mental Health Association. Through crowdfunding, corporate partnerships, and our annual events, we work to raise awareness for mental health while generating significant funds to support this important cause.

Since its founding in 2018, Drop the Puck (DTP) has established 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 our efforts make the most positive 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 former President of UBC Dr. Santa Ono, current President of UBC Dr. Benoit-Antoine Bacon, and the CEO of the CMHA-VF, Ruby Ng. DTP has also had prominent sponsors, such as Global BC in 2024. We look forward to building new relationships in the future, and continuing to expand the reach of this important initiative. You can find our website at www.dropthepuckformentalhealth.com.



WHY CHILDREN AND YOUTH PROGRAMS?

- Research has shown that children in families who have a parent impacted by serious mental illness have a 60% chance of developing mental illness (3x higher than the general population). When children and youth receive appropriate support and skill building, their chances of developing a mental illness reduces to the same rate as the general population.
- 70% of mental health problems have their onset during childhood or adolescence
- Average delay between onset of symptoms and obtaining effective mental health treatment and support is 10 years.
- In Canada, 1 out of 5 children who need mental health services, receives them.
- 10-20% of Canadian youth are affected by a mental illness or disorder – the single most disabling group of disorders worldwide.
- Approximately 5% of male youth and 12% of female youth, age 12 to 19, have experienced a major depressive episode.
- 2 millions 12-19 year olds in Canada are at risk for developing depression
- Canada's youth suicide rate the third highest in the industrialized world



WHAT DO WE DO?

DTP consistently strives to make meaningful impacts to the CHMA-VF, having raised over \$161,000 since 2018. Your support would help us reach our goal of another \$50,000 this year. In support of the recognized charity organization CMHA, we benefit not only the communities and individuals that we help, but we can also benefit our donors as CMHA issues tax receipts for all donations. The funds we raise will be directed toward supporting CMHA-VF's youth and children's programs, specifically Here4Peers and UROK. The youth programs support children and young people impacted by mental illness and empower young people to become leaders in reducing stigma and raising awareness around mental health challenges faced by youth.

Here4Peers is a youth-driven, evidence-based mental health awareness and skill-building program. It involves training older peers from high schools (grades 10-12) to facilitate interactive mental health workshops for grade 7 classrooms in catchment elementary schools. UROK aims to build resiliency and confidence in children aged 8-18 who live with caregivers affected by mental illness. Through monthly recreation outings, children and youth create connections with their peers and safe adults while engaging in fun activities.



YOUR IMPACT

The money you help us raise goes towards vital programs like UROK and Here4Peers. Last year with your help, CMHAVF was able to make such a vital impact through the UROK program.

- 866 meals provided
- 121 children/youth served
- 40 volunteer hours



- 79% improved their communication and social activity by participating
- 74% report release of energy help increase concentration on school
- 100% parent's improvement in family ability to handle stress
- 92% report that sit-down meals increase communication with others
- 95% state they have a safe, supportive, non-related adult in the community
- 100% parents stating that child accessing the groups helps increase time for self-care

YOUR IMPACT

The money you help us raise goes towards vital programs like UROK and Here4Peers. Last year with your help, CMHAVF was able to make such a vital impact through the Here4Peers program.

- 2825** students reached in 2022-2023 with 114 mental health awareness workshops delivered by 146 youth
- 78%** found it valuable to receive a workshop delivered by high schools
- 76%** felt encouraged by the facilitators to share their thoughts and ideas



Hear from a Here4Peers Workshop Participant

“The most important thing that I learnt from the Here4Peers Workshop is that mental illness can happen anywhere, and that you should help someone overcome it if they need it. We are always better together.”
– Here4Peers Workshop Participant

EVENT OVERVIEW 2024/2025

The **Drop the Puck for Mental Health Events** is dedicated to uplifting the children and youth mental health in our community (through the CMHAFV children and youth programs) and fostering a student community of passionate mental health advocates and supporters. Our mission is to create an engaging experience and encouraging community, uniting individuals through the shared dedication to better mental health programs and environment that fosters safety.

Drop The Puck Hockey Game

Our annual charity hockey game on January 18th, 2025 at the Doug Mitchell Thunderbird Sports Centre will host more than 500 guests, both students, community members, and more.



Road to Drop The Puck

CMHA is hosting a online 50/50 and promotional campaign with the support of Dave Babych, former Vancouver Canuck. This is the first year of this new program and we are anticipating high levels of engagement from our community members.



After Party

Every year we host a highly anticipated after-party to celebrate the event and raise additional money towards the CMHA programs. In previous years, we've hosted 300+ guests at our afterparty.



Social Mixers

Throughout school semester, we will host a social mixer to raise more awareness for our fundraiser and build hype and momentum towards our upcoming events. These events will vary in size.

PROPOSED SPONSORSHIP PACKAGES

Presenting

\$5000+

- Naming sponsor with event title
- Option for company logo on helmets
- Promotional post to the sponsor to an alumni community of 2000+
- Banners/signage at event
- Verbal recognition during opening and closing address
- Prime logo placement in all relevant materials
- Individual social media posts (including ads or promotions)
- Option for promotional items/boothing at event
- Cross-platform promotion on all 3 associated accounts (UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck)
- Email-blast feature to 150+ email subscribers
- Inclusion in event day brochures/physical materials
- Dedicated instagram story feature 2500+ followers

Learn more about the Presenting Sponsorship on Page 10

Platinum

\$1500

- Promotional post to the sponsor to an alumni community of 2000+
- Banners/signage at event
- Verbal recognition during opening and closing address
- Prime logo placement in all relevant materials
- Individual social media posts (including ads or promotions)
- Option for promotional items/boothing at event
- Cross-platform promotion on all 3 associated accounts (UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck)
- Email-blast feature to 150+ email subscribers
- Inclusion in event day brochures/physical materials
- Dedicated instagram story feature 2500+ followers

Learn more about the Platinum Sponsorship on Page 11

Gold

\$1000

- Promotional post to the sponsor to an alumni community of 2000+
- Banners/signage at event
- Verbal recognition during opening and closing address
- Logo placement in all relevant materials
- Social media post (no ads)
- Option for promotional items/boothing at event
- Cross-platform promotion on all 3 associated accounts (UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck)
- Email-blast feature to 150+ email subscribers
- Inclusion in event day brochures/physical materials
- Dedicated instagram story feature 2500+ followers

Learn more about the Gold Sponsorship on Page 12

Silver

\$500

- Logo placement in all relevant materials
- Option for promotional items/boothing at event
- Email-blast feature to 150+ email subscribers
- Inclusion in event day brochures/physical materials
- Dedicated instagram story feature 2500+ followers

Learn more about the Silver Sponsorship on Page 13

Bronze

\$300

- Option for promotional items/boothing at event
- Email-blast feature to 150+ email subscribers
- Inclusion in event day brochures/physical materials
- Dedicated instagram story feature 2500+ followers

Learn more about the Bronze Sponsorship on Page 14

PRESENTING SPONSOR

\$5000+

The Presenting Sponsor is the pinnacle of support for Drop The Puck. With a sponsorship of \$5000 or more, this tier secures your company's exclusive position as the driving force behind our cause. You'll enjoy unparalleled recognition as the presenting sponsor, with the event announced as "[Company] presents Drop The Puck." This title will be used on the ticket page, promotional materials, and receive the perks of all other sponsorship tiers.

Presenting Sponsorship includes:

- The event will be promoted as “(your company) Presents: Drop The Puck For Mental Health 2025”.
- Company logo displayed as a sticker on team’s helmets for the event (optional - provided by sponsor).
- One Facebook post promoting the sponsor to an alumni community of 2000+.
- Corporation banners or signs at the event (optional - provided by sponsor).
- Day-of recognition through opening and closing announcements at the event.
- Prime logo placement in event brochures, promotions and marketing materials.
- Individual promotional social media post on all Drop The Puck pages.
- Opportunity to represent company at the event through company promotional items, spokesperson or booth (optional).
- Corporation banners or signs at the event (optional - provided by sponsor).
- Company logo and name in a cross-promotional social media campaign on the UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck social media platforms on Facebook and Instagram.
- One e-blast thanking the sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all the Drop the Puck attendees, donors, and supporters.
- Company name and logo included in day-of event brochures, which will be given to all attendees.
- One dedicated Instagram story promoting the sponsoring company to 2500+ followers, including any relevant links or promotions upon request.

PLATINUM SPONSORS

\$1500

The Platinum Tier Sponsorship is designed for companies committed to making a significant impact on children's mental health. As a Platinum Tier sponsor, your logo will be prominently displayed on promotional materials, including social media posts, web pages, and campus-wide flyers. Join other socially responsible businesses in demonstrating your commitment to the community while engaging with like-minded individuals at our event.

Platinum Sponsorship includes:

- Company logo displayed as a sticker on team's helmets for the event (optional - provided by sponsor).
- Corporation banners or signs at the event (optional - provided by sponsor).
- Day-of recognition through opening and closing announcements at the event.
- Prominent logo placement in event brochures, promotions and marketing materials.
- Opportunity to represent company at the event through company promotional items, spokesperson or booth (optional).
- Company logo and name in a cross-promotional social media campaign on the UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck social media platforms on Facebook and Instagram.
- One e-blast thanking the sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all the Drop the Puck attendees, donors, and supporters.
- Company name and logo included in day-of event brochures, which will be given to all attendees.
- One Facebook post promoting the sponsor to a community of 2000+.
- One dedicated Instagram story promoting the sponsoring company to 2500+ followers, including any relevant links or promotions upon request.

GOLD SPONSORS

\$1000

The Gold Tier Sponsorship signifies strong support for children's mental health programs. As a Gold Tier sponsor, your logo will be prominently displayed on promotional materials, including social media posts, web pages, and campus-wide flyers. Join other socially responsible businesses in demonstrating your commitment to the community while engaging with like-minded individuals at our event.

Gold Sponsorship includes:

- Corporation banners or signs at the event (optional - provided by sponsor).
- Day-of recognition through opening and closing announcements at the event.
- Logo placement in event brochures, promotions and marketing materials.
- Opportunity to represent company at the event through company promotional items, spokesperson or booth (optional).
- Company logo and name in a cross-promotional social media campaign on the UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck social media platforms on Facebook and Instagram.
- One e-blast thanking the sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all the Drop the Puck attendees, donors, and supporters.
- Company name and logo included in day-of event brochures, which will be given to all attendees.
- One Facebook post promoting the sponsor to a community of 2000+.
- One dedicated Instagram story promoting the sponsoring company to 2500+ followers, including any relevant links or promotions upon request.

SILVER SPONSORS

\$500

Silver Sponsorship will provide your company with public exposure at our event. Your company logo will be included in many social media posts and materials, and opportunity for special promotion.

Silver Sponsorship includes:

- Company logo and name in certain social media posts as part of a cross-promotional social media campaign on the UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck social media platforms on Facebook and Instagram.
- One e-blast thanking the sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all the Drop the Puck attendees, donors, and supporters.
- Company name included in day-of event brochures, which will be given to all attendees.
- One Facebook post promoting the sponsor to a community of 2000+.
- One dedicated Instagram story promoting the sponsoring company to 2500+ followers, including any relevant links or promotions upon request.



BRONZE SPONSORS

\$300

Bronze Sponsorship will provide your company with public exposure at our event. Your company logo will be included in many social media posts and materials.

Bronze Sponsorship includes:

- Company logo and name in certain social media posts as part of a cross-promotional social media campaign on the UBC Phi Delta Theta, UBC Beta Theta Pi, and Drop the Puck social media platforms on Facebook and Instagram.
- Company name included in day-of event brochures, which will be given to all attendees.
- One e-blast thanking the sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all the Drop the Puck attendees, donors, and supporters.





MESSAGE FROM CMHA-VF

Reflecting on your experience during and since the pandemic, is there something or someone that positively impacted your motivation through the waves of uncertainty and change? In the two years I've been CEO at the Canadian Mental Health Association, Vancouver-Fraser (CMHAVF) branch, Drop the Puck has been one of those pivotal initiatives that reminds me why this work is important.

While the world gained a heightened awareness about mental health over the past few years organizations, health systems and even social systems have at times experienced resilience and vulnerability on a topic that is complex. Beta Theta Pi, Phi Delta Theta was not immune to the same pressures and changes, yet they found a way forward to build and strengthen a community of support. Through their leadership, the Drop the Puck event, and genuine care for the cause, children and youth are able to develop mental health literacy and skills, as well as access support through CMHAVF's programs.

Please consider joining this community of support by becoming a sponsor of the Drop The Puck event; and be a part of the inspiring efforts of these community leaders.

A stylized, handwritten signature in white ink, which appears to read 'Ruby Ng'.

Ruby Ng

Chief Executive Officer
Canadian Mental Health Association, Vancouver-Fraser Branch

THANK YOU

Your support is much appreciated and goes a long way in our mission to de-stigmatize mental health and create better opportunities for the children and youth in our communities.

If you have any questions or would like to sponsor this event please contact us at

dropthepuckformentalhealth@gmail.com



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