



Canadian Mental  
Health Association  
Vancouver-Fraser  
*Mental health for all*

***DROP THE PUCK***  
FOR MENTAL HEALTH

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# 2023/2024

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**DROP THE PUCK FOR MENTAL  
HEALTH SPONSORSHIP PACKAGE**



## 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 handwritten signature in white ink, appearing to read 'Ruby Ng', written in a cursive style.

**Ruby Ng**

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

# ABOUT DROP THE PUCK FOR MENTAL HEALTH

## Who We Are?

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, Santa Ono, and the CEO of the CMHA-VF, Ruby Ng. Furthermore, we look forward to building new relationships in the future.



# ABOUT DROP THE PUCK FOR MENTAL HEALTH

## 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



# ABOUT DROP THE PUCK FOR MENTAL HEALTH

## What Do We Do?

DTP consistently strives to make meaningful impacts to the CHMA-VF, having raised over \$135,000 to date over 4 events. Your support would help us reach our goal of another \$60,000 this year. As a recognized charity organization, we benefit not only the communities and individuals that we help, but we can also benefit our donors through tax deductions. 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, CMHAFV 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

# OUR EVENTS 2023/2024



## Drop The Puck Hockey Game

Our annual charity hockey game on January 20th, 2024 at the Doug Mitchell Thunderbird Sports Centre will host more than 500 guests, both students, community members, and more. This is an opportunity to be involved in a great charity initiative while showcasing your brand to keen UBC community members.



## DTP Pre-Game Event

Before the game, there will be a casual social gathering for attendees that will allow for us to build hype towards the event as well as offer our attendees an additional experience. We anticipate a high turnout of students for this event, which makes it the perfect place to advertise and build awareness for your company through ads/logo on screens and product placement.



## DTP After Party

Every year we host a highly anticipated after-party to celebrate the event and raise more money towards the CMHA. In previous years, we've hosted 300+ guests at our afterparty. This is an opportunity to reach our audience through banners, posters, inclusion in our marketing materials.



## DTP Hype / Social Mixer

In the beginning of the school semester, we will host a social mixer to raise more awareness for our fundraiser and build hype and momentum towards our upcoming events. This is an opportunity to engage with our audience in a more casual setting. Sponsors can have physical and digital ads at the event as well as inclusion in marketing materials.



# PROPOSED SPONSORSHIP PACKAGES

## Presenting Sponsorship Package

**\$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." The company name and logo will be given the primary feature and positioning on multiple promotional materials, social media marketing, and on our web pages. Your commitment to children's mental health will be announced and celebrated during the event, making a lasting impact on the cause and your company's reputation.

Learn more about the Presenting Sponsorship on Page 3.

## Gold Sponsorship Package

**\$3000**

The Gold Tier Sponsorship is designed for companies committed to making a significant impact on children's mental health with \$3000. As a Gold Tier sponsor, your logo will be prominently displayed on certain promotional materials, social media marketing, and web pages. Join other socially responsible businesses in demonstrating your commitment to the community while engaging with like-minded individuals at our event.

Learn more about the Gold Sponsorship Package on Page 4.

## Silver Sponsorship Package

**\$1000**

The Silver Tier Sponsorship offers a meaningful opportunity for companies to support children's mental health with a donation of \$1000. Your logo will be included on certain promotional materials, marketing materials, and webpages. By being a Silver Tier sponsor, you become an essential part of our mission to create a brighter future for children's mental health through hockey.

Learn more about the Silver Sponsorship Package on Page 5.

## Bronze Sponsorship Package

**\$500**

The Bronze Tier Sponsorship provides a valuable opportunity for businesses to support our cause with \$500. Your company's name will be listed on certain promotional materials, social media marketing, and webpages. Every contribution, no matter the size, helps make a difference in the lives of the children we help support.

Learn more about the Bronze Sponsorship Package on Page 6.



# SPONSORSHIP TIER COMPARISON CHART

	Naming Sponsor/Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Benefits	<ul style="list-style-type: none"> <li>• The event will be announced as "[Company] presents Drop The Puck.</li> <li>• Mention at opening and closing ceremony, logo on players helmet, corporate banners and signage** at each event</li> <li>• Individual social media post on all platforms</li> <li>• E-blast thanking sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all Drop the Puck attendees and donors</li> <li>• Logo featured on all promotional materials and marketing materials.</li> <li>• Logo showcased on all social media channels and web pages</li> <li>• Verbal thank you announcement at all events</li> </ul>	<ul style="list-style-type: none"> <li>• Mention at opening and closing ceremony, logo on players helmet*, corporate banners and signage** at each event</li> <li>• E-blast thanking sponsor to 150+ Beta Theta Pi and Phi Delta Theta members and all Drop the Puck attendees and donors</li> <li>• Logo displayed on certain promotional materials</li> <li>• Logo displayed on our social media channels and web pages</li> <li>• Verbal thank you announcement at all events</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Logo displayed on certain promotional materials</li> <li>• Logo displayed on our social media channels and web pages</li> <li>• Verbal thank you announcement at all events</li> </ul>	<ul style="list-style-type: none"> <li>• Logo displayed on certain promotional materials</li> <li>• Logo displayed on our social media channels and web pages</li> <li>• Verbal thank you announcement at all events</li> </ul>

Platinum (Presenting) Sponsorship Title is only for one single company  
 \*Only the first company to select Gold Sponsorship will receive this benefit  
 \*\*Optional, company must provide materials

# PRESENTING SPONSOR

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. Sponsorship either in monetary form or a donation of goods and services equivalent to \$5000.

## Platinum Sponsorship includes:

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

Gold Sponsorship will go directly to the CMHA-VF should sponsors primarily opt for monetary contribution. This sponsorship will receive primary exposure at our event and beyond, allowing your company to stand out on the UBC campus and in the surrounding local community to a wide variety of participants, both international and domestic. Sponsorship either in monetary form or a donation of goods and services equivalent to \$3000.

## Gold Sponsorship includes:

- Company logo displayed as a sticker on an entire team's helmets for the event (only first to select Gold Tier Sponsorship).
- 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

Sponsorship either in monetary form or a donation of goods and services equivalent to \$1000. Silver Sponsorship will provide your company with public exposure at our event and beyond.

### 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

This level of sponsorship requires a financial donation of at least \$500 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:

- 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.



# 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

[drothepuckformentalhealth@gmail.com](mailto:drothepuckformentalhealth@gmail.com)



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