



WORKING STRONGER

Alberta's Workplace
Mental Health Conference

October 22 & 23, 2024



SPONSORSHIP PACKAGE

Create a **vibrant** image of
workplace mental health.

IN THIS BOOKLET

Learn how your sponsorship of CMHA, Alberta Division's 2024 Working Stronger Conference will showcase your organization and benefit mental health across Alberta.



Canadian Mental
Health Association
Alberta
Mental health for all

MAKE MENTAL HEALTH MATTER

About the Working Stronger Conference

We invite you to be a part of the extraordinary seventh annual Working Stronger Conference, hosted by the Alberta Division of the Canadian Mental Health Association (CMHA), at the Westin in Edmonton on October 22 & 23, 2024.

As Alberta's premier workplace mental health conference, Working Stronger offers two immersive days filled with transformative workshops, captivating keynotes, and inspiring stories. Our goal is to create and sustain mentally healthy workplaces that empower individuals and organizations to thrive. Join us as we collectively pave the way toward mentally healthy work environments that foster well-being, engagement, and success for all.

Making Mental Health Matter

This dynamic in-person conference serves as a platform for passionate individuals from all areas of the workforce who are dedicated to advancing mental health within their organizations. Join us alongside senior leaders, front-line employees, union personnel, diversity and inclusion specialists, consultants, occupational health and safety teams, human resource professionals, first responders, and health professionals as we learn, share and grow together.

Working Stronger assembles an exceptional lineup of creative and inspiring mental health speakers, engaging panel discussions, and interactive workshops. You'll hear firsthand stories from individuals living and working with a mental health struggle, gaining valuable insights and inspiration. Through connecting with fellow attendees, you'll discover a wealth of tools, strategies, resources, and support to become influential mental health champions in your workplace.

TRANSFORM PIXELS TO PICTURES

We invite you to embark on a transformative journey from Pixels to Pictures of mental health at work. In today's fast-paced digital landscape, pixels serve as powerful symbols representing the challenges and complexities we face in our professional lives. But at Working Stronger, we transcend mere pixels, skillfully transforming them into vibrant pictures of organizational psychological well-being. Together, we will create a work environment that is not only safe but also brimming with energy and vitality.

This exclusive event is carefully crafted to empower front-line employees, middle managers, and senior leadership, elevating mental health at every level of your organization. Immerse yourself in the skillful process of turning pixels into pictures, where every stroke and every decision counts. Gain invaluable insights and practical tools to foster mental well-being, master the art of change management, and harness the influential forces of nudge theory. To learn more about the conference theme and streams, visit workingstronger.cmha.ca/conference.

MENTAL HEALTH IN THE WORKPLACE

Your Organization Can Make Mental Health Matter

Working Stronger is not possible without the generous support of our sponsors. The Working Stronger Conference relies on the invaluable support of sponsors like you to bring our mission of fostering mentally healthy workplaces to life. By becoming a sponsor, you'll play a vital role in promoting mental health and well-being in the workplace while enjoying numerous benefits for your organization.

SPONSORSHIP BENEFITS

Why sponsor Working Stronger 2024:

- **Showcase your leadership:** Highlight your organization's commitment to mental health initiatives, leadership, and efforts to create a positive work environment.
- **Empower your team:** Provide your staff with unique opportunities for learning and networking, enriching their understanding of mental health and well-being.
- **Exclusive opportunities:** Gain access to exclusive opportunities that allow you to expand your influence, connect with like-minded organizations, and engage individuals in the pursuit of innovation.
- **Reduce stigma:** Join us in our meaningful endeavour to reduce stigma surrounding mental health in Alberta's workplaces, communities, and recreational spaces.

SPONSORSHIP TYPES

PRESENTING SPONSOR |

Exclusive | Sponsor Spot Filled

Lead the way in workplace mental health for everyone. By becoming the exclusive Presenting Sponsor of Working Stronger, your organization will take center stage at the 2024 conference.

HOSPITALITY SPONSOR

\$40,000 Investment | Exclusive | One Sponsor Spot Available

Show your commitment to mental health in the hospitality sector. By aligning with Working Stronger as a supporter, you'll play a pivotal role in bringing this vital conference to hospitality organizations.

PSYCHOLOGICAL HEALTH & SAFETY SPONSOR

\$30,000 Investment | Exclusive | One Sponsor Spot Available

Demonstrate your dedication to CMHA's mission of fostering a psychologically safe and healthy Alberta by highlighting your adherence to the National Standard of Psychological Health and Safety and by addressing this crucial topic at the conference.

SPEAKER SPONSOR

\$15,000 Investment | Four Sponsor Spots Available

Assist Working Stronger in delivering top-tier thought leaders, speakers, and innovators to conference attendees.

DELEGATE SPONSOR

\$5,000 Investment | Three Sponsor Spots Available

Create opportunities for individuals and organizations by supporting non-profits and individuals with lived experiences, allowing them to attend the conference at no expense.

KINDNESS SPONSOR

Gift in Kind

Speak to us about how your gifts can help make this year's conference a success.

SPONSORSHIP DELIVERABLES

	Presenting	Hospitality	Psych H&S	Speaker	Delegate	Kindness
Verbal Recognition	✓	✓	✓	✓	✓	✓
Website & App Recognition	✓	✓	✓	✓	✓	✓
Opening or Closing Ceremony Remarks	✓	✓				
Logo on Stage	✓	✓	✓	✓		✓
Logo on Stage During Speaker/Panel				✓		
30-Second Video in Lobby	✓	✓	✓	✓		
Complimentary Exhibitor Booth*	✓	✓	✓	✓		✓
VIP Table for Sponsor Invitees	✓	✓	✓			
Complimentary Registrations	10	10	5	5	1	1
Discounted Registrations	20	15	10	10		
Post-conference Webinar	✓	✓	✓			
Complimentary Virtual Exhibitor Booth in App	✓	✓	✓			

*Restrictions apply based on number of booths available

EXHIBITOR BENEFITS

Showcase Your Dedication to Workplace Mental Health.

The Working Stronger Conference thrives thanks to the invaluable contributions and support of our exhibitors. Whether you are an individual, organization, or non-profit championing workplace mental health, we invite you to seize the opportunity to showcase your work to our conference participants by purchasing an exhibitor package.

Why become an exhibitor for Working Stronger 2024:

- **Profile Your Leadership:** Highlight your workplace's mental health leadership, initiatives, and dedication to fostering a positive work environment.
- **Exhibit Booth Space:** Host an exhibit booth space to promote your workplace mental health strategies, products, or services directly to our engaged audience.
- **Reduce Stigma:** Join us in making a meaningful impact by contributing to the collective effort to reduce stigma surrounding mental health in Alberta, where individuals live, work, play, and pray.

EXHIBITOR TYPE

EXHIBITOR PACKAGE

\$700 Investment | 15 Exhibitor Spots Available

Exhibitor Benefits:

- One (1) eight-foot (8') table and one (1) chair;
- One complimentary conference registration; and
- Your organization's logo on the conference website, app and plenary screen.

BECOME A SPONSOR OR EXHIBITOR

Secure your sponsorship or exhibitor package today.

Sponsorship and exhibitor opportunities are limited. Please reach out to secure your preferred package by **July 15, 2024**.

SUBMIT YOUR SPONSORSHIP OR EXHIBITOR REQUEST

Please contact **Event Manager Sherry Sim** by phone to process your sponsorship requests at **1.866.655.8548** or send the request by email to **workingstronger@cmha.ab.ca**.

You can also complete the following form to submit with your request.

Sponsorship & Exhibitor Request Form

Sponsorship or Exhibitor Option:

Organization name

Address

Postal code

Contact name

Phone #

Email

Payment method (circle) **Cheque / Credit Card / Cash / Invoice**

CMHA, Alberta Division will be in contact about your request within five (5) business days.