ridedon'thide

Sponsorship Package

June 2022

Move More.
Give Back.
Feel Better.

Canadian Mental Health Association
Edmonton
Mental health for all

edmonton.cmha.ca

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Move More

Join the movement and help bring mental health out into the open.

Ride Don't Hide is a month-long physical and mental wellness challenge created to raise awareness, build community, and raise funds for the ongoing delivery and expansion of mental health programs and services. For the month of June, Ride Don't Hide participants are encouraged to get active: ride their bike, go for a run, enjoy a long walk, and any other activity that they enjoy. We encourage our community to do what makes them feel good because we believe **life is better when you can be yourself.**

Give Back

Last year, we held our first ever Ride Don't Hide event in the Edmonton region. We experienced record breaking success, raising $14,000 more than our original goal! Out of all the cities across Canada that participate in this initiative, no city has received such a large amount of support in their first year. Edmontonians have made it clear that they are ready to bring mental health out into the open.

Feel Better

This year's month-long campaign will feature a kickoff event on June 4, additional events in the community throughout the month, and guides for participants to stay active on their own time.

The bar was set high, but we believe we can do it again: are you in?

Register today at RideDontHide.com

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2021 BY THE NUMBERS

214 Participants

34 Teams

80,690 Activity Minutes Logged

$64,184 Net Raised for CMHA Edmonton

35 was the average participant age

70%	29%	1%
Women	Men	Other*

*prefer not to say

ABOUT CMHA EDMONTON

Canadian Mental Health Association
Edmonton
Mental health for all

Stronger Communities. Smarter Systems. Simpler Journeys.

Our Mission

To ensure that all people experience good mental health and well-being.

The Canadian Mental Health Association – Edmonton Region strongly believes that no one should have to wait to be seen in order to get the support and resources needed. We are a non-profit organization that helps to ensure our community has support and resources when they need it most.

The CMHA Edmonton Region, reaching as far as Jasper and Cold Lake, provides education, and training programs, crisis and navigation supports such as the 24-Hour Distress Line, 211, Family Supports, and Peer Support programs. As an organization, we offer collective action in four key domains – individual, family, community, and sector.

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MOVE MORE. GIVE BACK. FEEL BETTER.

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Sponsorship Levels

	Simple Journeys Companion	Road To Recovery	Making a Difference	Building Awareness	Creating Community
	$20,000	$10,000	$5,000	$2,500	$1,000
Volunteer Opportunities	●	●	●	●	●
Sponsorship highlight via digital marketing communications (e-newsletters and social media)	●	●	●	●	●
Logo on Ride Don't Hide Edmonton local landing page and CMHA Edmonton Website	●	●	●	●	●
Company Name inclusion in annual report	●	●	●	●	●
Space at the In Person Ride Don't Hide Kickoff Event	20' x 20' Tent	20' x 20' Tent	10' x 10' Tent	10' x 10' Tent	
Speaking Opportunity at the in-person event	●	●			
Logo on Main Stage	●	●			
CMHA Edmonton Workplace Presentation	●	●			
Logo on Fun Run Banner		●			
Logo on Silent Auction Website & welcome banner and stage	●				
Prominent placement of logo and link on print and digital event marketing (e-newsletter, social media, and more)	●				
Title Recognition: Sponsorship is acknowledged as "Ride Don't Hide Edmonton presented by Your Organization"	●				

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I would like to sponsor the 2022 Ride Don't Hide Fundraiser

- ☐ SIMPLE JOURNEYS COMPANION $20,000
- ☐ ROAD TO RECOVERY $10,000
- ☐ MAKING A DIFFERENCE $5,000
- ☐ BUILDING AWARENESS $2,500
- ☐ CREATING COMMUNITY $1,000

Contact Information

Company Name: _____

Contact Name: _____

Address: _____

City: _____ Province: _____

Postal Code: _____ Phone Number: _____

Email: _____

Payment Options

I would like to pay by: ☐ Cheque ☐ Please send an invoice to the company address listed above

☐ Credit Card (to ensure the security of your payment information, please do not email credit card numbers, rather, please call Alex at 780.236.1295)

Total Amount: $ 1,000

Cheques Payable to:
Canadian Mental Health Association Edmonton Region
#300, 10010 – 105 Street T5J 1C4

Canadian Mental Health Association
Edmonton
Mental health for all

THANK YOU FOR YOUR SUPPORT!

For more information, please contact:
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Cell: **780.236.1295**
Email: **aabboud@cmha-edmonton.ab.ca**