



Canadian Mental
Health Association

Association canadienne
pour la santé mentale

Sponsor the 1st Annual

Shopper's Drug Mart Ride Don't Hide

Sunday, June 23rd, 2013

Nanaimo, B.C.

Strengthening & Supporting Women's & Family Mental Health



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CMHA Ride Don't Hide – Ride to Support Mental Health and Recovery!

Background

On August 1st, 2010, Michael Schratter, a Vancouver school teacher and newspaper columnist, embarked on a global journey to cycle 40,000 kilometers, crossing six continents and 33 countries and raising funds for mental illness. His mission was to circumnavigate the world, sharing stories with people in different countries and, in doing so, to bring attention and awareness to the stigma surrounding mental illness.

In the spirit of Michael Schratter's mission, the Mid-Island Branch of the Canadian Mental Health Association (CMHA-MIB) will be hosting our first annual Ride Don't Hide on Sunday, June 23rd, 2013. We expect hundreds of riders to come out to raise awareness and funds and show support for those living with mental illness. This large-scale event will bring together cyclists of all levels to enjoy a family-oriented day of cycling, food and fun. Our goal is to put on a great event and raise funds to support much needed CMHA programs and services, thereby improving the lives of those living with mental illness.

The benefits of exercise, having fun with friends and family and doing something good for your community are well known to promote mental wellness. Our branch is excited to offer a unique opportunity for novice, seasoned and professional cyclists to join together and do just that.

We invite you to partner with this exceptional event and become a sponsor of the Shopper's Drug Mart Ride Don't Hide. As awareness of mental health issues increase, many corporations are now including mental health as part of their corporate social responsibility and overall wellness plans. This is a great way to get involved and give back to the community!

About CMHA Mid-Island Branch

CMHA Mid-Island Branch has been in existence for over 55 years and has the distinction of being the first branch to open in B.C. We are part of a nation-wide voluntary organization that promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness. CMHA accomplishes this mission through advocacy, education, research and service. To learn more about our programs and services please visit our website at:

www.mid-island.cmha.bc.ca

Why We Ride

- To raise awareness and acceptance of people living with mental illness
- Because recovery is possible
- Because healthy choices, including exercise, build resiliency and promote positive mental health
- Because cycling is fun and is good for our health and our environment
- To support family members and friends who live with a mental illness
- To support the mental health of everyone in our community

Some facts:

- 1 in 5 Canadians will suffer from a mental illness in their lifetime and approximately 8% of adults will experience major depression at some time in their lives.
- Mental illness, like all health issues, responds best to early diagnosis and treatment.
- Mental illness is debilitating and isolating and costs the Canadian economy over \$33 billion dollars per year. The percentage borne by the private sector is a staggering 66%. Every day, 500,000 Canadians are absent from work due to mental health problems.
- 49% of those who feel they have suffered from depression or anxiety have never gone to see a doctor about this problem. Only 1/3 of those who need mental health services in Canada actually receive them.
- Suicide accounts for 24% of all deaths among 15–24 year olds, 16% among 25–44 year olds and is one of the leading causes of death in both men and women from adolescence to middle age.

Why Sponsor the CMHA-MIB Ride Don't Hide

Mental illness does not affect a person in isolation. It impacts families, friends, co-workers and our community.

Our bike ride raises awareness and funds that make a significant difference in our community. Your sponsorship enables us to continue this essential work in our community and will:

Send a positive message about the importance of building mental health.

Create awareness and reduce stigma in our community.

Raise funds for our programs that promote recovery.

Raise money for the continuation of our essential community education services.

We are pleased that Shopper's Drug Mart has come on board as a provincial sponsor. We are looking for other businesses and organizations at the local level to partner with CMHA-MIB and Shoppers Drug Mart in making this event a success in our community. Your support adds a voice to the importance of mentally healthy communities and helps to reduce stigma and discrimination.

Event Overview

This event brings together hundreds of cyclists of all levels to enjoy a family-oriented ride around Nanaimo along the Parkway and E & N trails to raise money to support mental health services in our community. These riders receive healthy food and snacks, a commemorative t-shirt, a BBQ lunch, entertainment, information and prizes.

Date of Ride: Sunday, June 23rd, 2013

Start and Finish: Planned for 9:00 am

Entertainment from 11:30 am - 3:00 pm

After the ride, participants will enjoy a BBQ lunch and lots of entertainment. There will be live music, face painting for kids, bike tune-ups, bike games, cycling displays and mental wellness information.

Planned On-Site Services

- Station for flat-tires and bike mechanic support
- Cycling information booths
- Mental health information booths
- Water station
- Porta-potties
- Bike Security

Media and Promotions – Four-Month Marketing Campaign

The promotional information about the Bike Ride will reach thousands of enthusiastic riders in the biking community in the mid island area, all CMHA donors and volunteers, and tens of thousands more individuals from the general public. Throughout our four-month long provincial marketing campaign, we will be promoting this event on:

- television, radio and newspapers,
- on our website,
- in events listings in local papers,
- through social media and
- on posters displayed around the city.

In addition, there will be a post-event press release. Mentions and pictures from the event will be available online for a full year after the event and in our annual year-end report.

Partnering with CMHA-MIB

There are distinct levels and opportunities for you to partner with us as a sponsor or a donor. Thank you for considering sponsorship of the Shoppers Drug Mart Ride Don't Hide!

The enclosed chart outlines the levels of sponsorship we are seeking. If you are interested in becoming a sponsor, please discuss the possibilities with the CMHA-MIB representative that communicated with you or contact Maria Gomes, our Sponsorship Coordinator. She can be reached by telephone at (250) 754-2274 or by email at megomes@shaw.ca.



Sponsorship Levels

SHOPPERS DRUG MART Ride Don't Hide	Diamond	Gold	Silver	Bronze	Community	Media
Sponsorship Benefits	\$5,000	\$3,000	\$2,000	\$1,000	\$250 +	In kind
Company name & logo on a recognition plaque displayed at CMHA-MIB office	x					
Title partner workmark logo alongside CMHA-MIB on all event promotional material	x					
Branding at bike ride event area (stage, vendor table, banners, signs)	x					
Vendor tent, table & chairs	x	x	x			
Speaking opportunity at the event	x	x				
Acknowledged as a sponsor of the event	x	x	x	x	x	x
Company information in the riders' take-away packages	x	x	x	x	x	x
Prominent placement of logo on print marketing for event (advertisements, posters & event forms, brochures)	x					
Prominent placement of logo & link on electronic event marketing (CMHA-MIB Newsletter, Facebook, website) until December 2014	x					
Logo on print marketing for event (advertisements, posters & event forms, brochures)		x	x			x
Logo & link on electronic event marketing until December 2014		x	x	x	x	x
Name on all electronic event marketing (emails, CMHA-MIB Newsletters, Facebook, website)					x	
One-page advertisement in event handout	x					x
Company profile & highlight in the CMHA-MIB Spring Newsletter	x	x	x			x
Logo & thanks in the CMHA-MIB Annual Year-End Report	x	x	x	x	x	x
Thanks & acknowledgement in the post-event press release	x	x				x
Sponsor Certificate of Appreciation	x	x	x	x	x	x
Bike Ride Shirt – One Sponsor Only						
Event Stage Banner – One Sponsor Only, \$750						
Event BBQ - One Sponsor Only						