

Bottom Line 2012

Practical Steps to a Psychologically Healthy Workplace
Vancouver Convention Centre | February 29 + March 1, 2012

sponsorship
opportunities



The conference and workshop were the best I've attended. Look forward to attending future conferences. The organization, staff, food, guest speakers, panel, trade show booths were all first class.

—2011 conference participant

I came back inspired with practical tools and information sources to improve quality of work life. Thank you!

—2011 conference participant



CANADIAN MENTAL
HEALTH ASSOCIATION

ASSOCIATION CANADIENNE
POUR LA SANTÉ MENTALE

BC Division

2012 Bottom Line Conference

The conference attracts **300** delegates from a variety of sectors across BC and Canada

Last year, **one third** of participants were executives or senior managers.

Over **1,800** subscribers receive Bottom Line Conference E-letters

Bottom Line Conference website received over **16,000** page hits this past year

350+ connections through CMHA BC's Twitter, Facebook and LinkedIn profiles

Past radio, TV and print media coverage has included *The Globe & Mail*, CBC, Radio-Canada, CTV, *Sing Tao*, *The Vancouver Sun* and *BC Business Magazine*

www.bottomlineconference.ca

Practical Steps to a Psychologically Healthy Workplace

Promoting psychological health is essential to building workplaces that thrive—but how do we get there? CMHA's 9th annual Bottom Line Conference will gather 300 executives, managers, union leaders, as well as HR and health professionals from workplaces large and small to learn steps everyone can take towards building a psychologically healthy workplace for your employees, members—and yourselves.

Become a Sponsor

The Bottom Line Conference is made possible through the generous support of our sponsors.

Your sponsorship helps build mentally healthier communities and demonstrates leadership and commitment to improving the overall health of your organization and its employees. You will also be entitled to the benefits and opportunities listed below.

Sponsorship Level	Diamond \$25,000+	Emerald \$20,000+	Gold \$15,000+	Silver \$10,000+	Bronze \$5,000+	Friend \$3000+	Colleague \$500+
Opportunity to introduce a speaker	Speaker Sponsor						
Logo on signage at buffet table	Lunch Sponsor	Breakfast Sponsor					
Verbal recognition at conference	✓	✓	✓				
Logo on conference stage banner	✓	✓	✓				
Opportunity to provide a brochure or insert in the delegate package	✓	✓	✓				
Profile on conference website	Top Billing	Prominent	Prominent				
Recognition on social media sites and E-letters	✓	✓	✓	✓			
Complimentary display/trade booth	10-foot booth, choice location	10-foot booth	6-foot booth	50% cost savings			
Complimentary Mental Health Works workshop	Full-day \$5000 value	4-hour \$2500 value	2-hour \$1500 value	1-hour \$1000 value			
Preferred seating for conference plenary	Reserved Table	Reserved Table	Preferred Seating	Preferred Seating			
Registration for conference plenary	4	4	3	2	1		
Additional registrations for returning sponsors	2	1	1	1	1	1	
Sponsorship recognition gift for your workplace	✓	✓	✓	✓			
Logo on conference stage projections and signage	✓	✓	✓	✓	✓		
Recognition in conference advertisements and press releases	✓	✓	✓	✓	✓		
Final report and digital photos for your newsletter	✓	✓	✓	✓	✓		
Logo on conference website and program	✓	✓	✓	✓	✓	✓	✓

Giving Back to the Community: How Your Sponsorship Helps

Your support helps the Canadian Mental Health Association, BC Division (CMHA) continue to provide much-needed mental health education, advocacy, support and services across BC.

Revenues from the conference provide support for key CMHA BC Division activities including: the Lorne Fraser post-secondary education bursary and scholarship program; strengthening CMHA branches throughout BC; policy development on issues such as homelessness, justice and child and youth mental health; and Mental Health Works.

About the Bottom Line Conference

The Bottom Line Conference is organized annually by CMHA BC Division. Since 2001, the conference has brought together employers, unions and health professionals to learn about the effects of mental illnesses on workers and workplaces, the importance of mental health, and how—in partnership—to develop mentally healthier workplaces in BC.

For more on workplace health, visit www.bottomlineconference.ca

About the Canadian Mental Health Association, BC Division

The Canadian Mental Health Association (CMHA) is one of Canada's oldest national charity organizations. At BC Division, our mission is to promote the mental health of British Columbians and support people with mental illness. Together with a network of 19 CMHA branches across BC, we do this through public education, direct services, community-based research and public policy work.

Learn more about who we are and what we do at www.cmha.bc.ca

Over **5700** managers and union leaders from across BC, Alberta and Yukon have developed practical skills in addressing workplace mental health through **235** workshops provided by CMHA's workplace training initiative.

www.mentalhealthworks.ca

Over **140** people with mental illness have gone on to post-secondary training to improve their employability, thanks to Lorne Fraser Educational Bursaries and Scholarships.

CMHA branches throughout BC, Yukon and beyond provide vocational counselling, supported employment and enterprising non-profit job opportunities.

