



Mental Health - Care & Research
Santé mentale - Soins et recherche

Leaders *for* mental health *breakfast*

Presented by

**Tech
Insights**

SPONSORSHIP OPPORTUNITIES

WEDNESDAY OCTOBER 9 @ EY CENTRE



ABOUT US

THE ROYAL

The Royal is one of Canada's foremost mental health care, teaching and research hospitals. Our mandate is simple: to help more people living with mental illness and addiction into recovery faster. We combine our specialized mental health care, advocacy, research, and education to transform the lives of people living with complex and treatment-resistant mental illness.

Our Institute of Mental Health Research, affiliated with the University of Ottawa, brings together leading mental health professionals, scientists, and technology to gain a deeper understanding of the brain, and investigate innovative approaches to preventing and treating mental illness.

The Royal Ottawa Foundation for Mental Health raises funds to support the best possible patient care and leading-edge research provided by the Royal.

As a not-for-profit arms-length fundraising organization governed by a dedicated and skilled volunteer Board of Directors, we:

- Focus on improving the health and lives of those living with mental illness.
- Communicate with our donors openly, honestly and transparently.
- Demonstrate integrity in our financial management and disbursement of donor funds.



BACKGROUND

OUR STORY

At The Royal, we are dedicated to transforming our understanding of mental illness, and using evidence-based discoveries to inform care, improve outcomes, reduce stigma, and drive system and social change.

Mental illness — specifically major depression — is the single greatest cause of workplace disability in our society today. Apart from the financial burden, the human cost is enormous.

Throughout our halls we envision a future without distinction between our physical and mental well-being. Where those who need help are given timely access to the resources they need, where the treatment options available spark hope, and where the possibilities for necessary treatment are effective and innovative.

It's a future where healthcare providers collaborate so a patient's journey is swift, seamless and developed in partnership with the patient; where an integrated community system of care will help our friends, neighbours and loved ones get the right care in the right place at the right time.



EVENT DETAILS

THE BREAKFAST

For the 16th consecutive year, during Mental Illness Awareness Week, The Royal will host our flagship fundraising Breakfast designed to highlight world-class mental health programming and care alongside transformative research. On this special morning, hundreds of community-minded, passionate and inspiring individuals will gather in-person at the EY Centre to lean in with their time, talent and resources, to raise awareness and funds for The Royal. You will hear and learn from doctors, scientists, patients and families about the life-changing differences The Royal is making for those in our community and beyond who are struggling with mental illness. We invite you to engage with us and our loyal and influential guests as a Leader in Hope at this memorable and impactful fundraiser.

DETAILS

- Date:** Wednesday, October 9, 2024
Location: EY Centre (4899 Uplands Dr., Ottawa, ON K1V 2N6)
Audience: Hundreds of community leaders across all business sectors

SCHEDULE

- 7:30 a.m.** Doors open for Table Captains and Sponsors | Coffee served
8:00 a.m. Guests arrive | Interactive Experience | Networking |
Connect with The Royal's world-renowned mental health scientists
9:00 a.m. Live program begins.
10:00 a.m. Join mental health leaders in a post-event networking and mental health research engagement experience.



SPONSORSHIP

YOU + THE ROYAL

Mental health has emerged as a critical societal issue. One in three Canadians say they are struggling with their mental health. One in four is experiencing a mental illness or substance use disorder issue right now. You can't deny you know someone; we all do.

Investing in mental health positively impacts your employees, stakeholders, and community as a whole. Making a meaningful contribution to improving mental health outcomes and fostering a society that prioritizes mental wellness is a powerful way to represent your commitment to making a positive impact on the mental well-being of individuals, and the people that love and count on them.

Alignment with The Royal positions you as a corporate and community leader in the mental health and wellness space in Ottawa and can support your organization's ESG practices as it demonstrates a commitment to social well-being, responsible governance, and environmental sustainability.

YOUR SUPPORT WILL HELP US:

- Improve access to urgent and critical care, right here, right now.
- Offer hope and possibility through innovative treatments, better diagnostics, and more personalized care.
- Grow the next generation of mental health leaders.
- Provide comfort, a dignifying experience and opportunities for meaningful recovery.



OPPORTUNITIES

VISIONARY 

~~\$50,000~~

INCLUDES, BUT NOT LIMITED TO:

- Organization Name or Logo embedded in event header
- Recognition in outbound marketing/promotional materials, media advisories, media releases and email series
- Social media mentions
- Recognition on Leaders for Mental Health Breakfast microsite
- Pre-recorded or live speaking opportunity for organization representative at Breakfast
- Recognition on appropriate day-of signage and related collaterals (print and digital)
- Invitations for two (2) tables of ten (10) at the 2024 Leaders Breakfast, with the opportunity to have a representative from The Royal seated at your table



OPPORTUNITIES

INNOVATOR

\$25,000

1 AVAILABLE

INCLUDES, BUT NOT LIMITED TO:

- Organization name or logo displayed as presenting the pre-event interactive guest experience at the Breakfast
- Acknowledgment from podium at Breakfast
- Speaking opportunity for organization representative at Captains' Training camp in August
- Recognition on appropriate day-of signage and related collaterals (print and digital)
- Social media mentions
- Recognition on Leaders for Mental Health Breakfast microsite
- Invitations for two (2) tables of eight (8) at the 2024 Leaders Breakfast, with the opportunity to have a representative from The Royal seated at your table



OPPORTUNITIES

ALLY

\$25,000

1 AVAILABLE

INCLUDES, BUT NOT LIMITED TO:

- Organization name or logo displayed as presenting the post-event research trade show at the Breakfast
- Acknowledgment from podium at Breakfast
- Recorded video message included in pre-event email sent to Table Captains
- Recognition in appropriate day-of signage and related collaterals (print and digital)
- Social media mentions
- Recognition on Leaders for Mental Health Breakfast microsite
- Invitations for one (1) table of ten (10) at the 2024 Leaders Breakfast, with the opportunity to have a representative from The Royal seated at your table



OPPORTUNITIES

CHAMPION

\$15,000

3 OF 3 AVAILABLE

INCLUDES, BUT NOT LIMITED TO:

- Exclusive sponsor of one (1) of three (3) videos presented at The Breakfast.
- Social media mentions
- Recognition on the Leaders for Mental Health Breakfast microsite
- Recognition on appropriate day-of signage and related collaterals (print and digital)
- Invitations for ten (10) to attend the 2024 Leaders Breakfast, with the opportunity to have a representative from The Royal seated at your table



OPPORTUNITIES

PARTNER

\$10,000

10 OF 10 AVAILABLE

INCLUDES, BUT NOT LIMITED TO:

- Invitation for eight (8) to attend the 2024 Leaders for Mental Health Breakfast on October 4 @ EY Centre
- Preferred seating location at Breakfast
- Sponsored table signage
- Recognition on appropriate day-of collaterals (print and digital)
- Social media mentions
- Recognition on the Leaders for Mental Health Breakfast microsite



THANK YOU

ARE YOU WITH US?

Hope starts when we make mental health just as important as physical health. Hope becomes possible when we work together giving our time, talent, knowledge, and resources to make a difference.

Let us customize a sponsorship package that meets your needs and objectives. Please connect with Kelly or Jason today for more information.

Kelly Nishizaki | Director, Community Partnerships & Events
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613.585.2807

Jason Kitchen | Chair, Breakfast Committee
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613.725.4252

Charitable registration number: 1191 29179 RR0001

Royal Ottawa Foundation for Mental Health

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www.theroyal.ca

Leaders *for* mental health *breakfast*



NOTE: All sponsorship properties will be sold on a first come basis.

October 9, 2024 | EY Centre | 8:00 a.m.

COMMITMENT FORM

Contact Information

Organization Name: _____
Contact Name: _____ Job Title: _____
Address: _____
Email: _____ Phone: _____

Table Captain Information

<input type="checkbox"/> Same Contact as above
<input type="checkbox"/> Different Contact/Captain: _____
Email: _____

Sponsorship Commitment

	Level	Value	Availability	Includes
<input type="checkbox"/>	Visionary	\$50,000	SOLD	2 tables of 10 guests
<input type="checkbox"/>	Innovator	\$25,000	1 Available	2 tables of 8 guests
<input type="checkbox"/>	Ally	\$25,000	1 Available	1 table of 10 guests
<input type="checkbox"/>	Champion	\$15,000	3 Available	1 table of 10 guests
<input type="checkbox"/>	Partner	\$10,000	10 Available	1 table of 8 guests

Payment Information

<input type="checkbox"/> VISA, MASTERCARD, AMEX (Invoice & payment link will be sent by email)
<input type="checkbox"/> Cheque (Invoice with mailing instructions will be sent by email)

Please address all inquiries and communications to:
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