



Eat • Care • Give – celebrating 20 years

1.2 An estimated 1.2 million children and youth in Canada are impacted by mental health challenges.

1/5 Only 1 out of 5 children and youth who need mental health services receives them. That means 960,000 don't access the help they need.

552 The latest figures for suicide in Canada for ages 10 to 24 years old from Statistics Canada was 552 – the second leading cause of death in this age range.

On May 7th, 2020, we invite you to celebrate FamilySmart's 20 years of meaningfully connecting people to enhance child and youth mental health in Canada.

- Connection that helps young people with mental health challenges and families or caring adults to access peer support from others with lived experience.
- Connection to access navigation assistance to information, resources or services.
- Connection to enhance practice – enhance systems – enhance the lives of young people – together.

We are excited to celebrate our many successes, set the stage for the important work ahead of us and have some fun! The event will be a stunning celebration of FamilySmart's work and impact, giving guests the opportunity to mingle with others who care about child and youth mental health and meet some young people who have full lives despite their mental health challenges.

WHEN: Thursday May 7th, 2020 6pm-11pm

WHERE: A beautiful iconic Vancouver landmark.

WHO: 150 donors, supporters and young adults and families who use their lived experience to help others connect to what they need and work together with others to enhance services and systems

WHAT: There will be food, a silent auction, live music and cocktails - it will be an evening to remember in Downtown Vancouver.

We invite you to join the celebration, showcase your commitment to child and youth mental health and become a sponsor of the event.

	PLATINUM \$25,000	GOLD \$15,000	SILVER \$5,000
Complimentary tickets to the event and pre-reception – which can be used for corporate hospitality, staff recognition or donated to youth and families to attend the event.	10	6	3
Branding opportunities - Logo placement on all merchandise, event signage, print ads through media sponsorship and printed material at the event	1st tier	2nd tier	3rd tier
FamilySmart CEO available as key speaker for sponsor's event - staff/management event or training including mental health information	2 events	1 event	
Giveaway in goody-bags	✓	✓	
Ad on event website with clickable link	One month	Two weeks	One week
Resource Library of material for employee use	✓	✓	✓
Speaking opportunity for lead sponsor at the Soiree	✓		
Opportunity (TBC) for sponsors' materials/product placement in Soiree Goodie Bags	✓	✓	
Editorial opportunities on FamilySmart blog and press releases	✓	✓	
Opportunity for managed staff engagement in Soiree – we will have volunteer opportunities for your staff on the night	Plan, Publicize and manage	Plan, Publicize and support	Plan and support
Ad or editorial in event program	Full page	Half page	Quarter page
Speaking	Logo photography and editorial	Logo and photography	Logo

	PLATINUM \$25,000	GOLD \$15,000	SILVER \$5,000
Banner ad on FamilySmart website home page	8 weeks	3 weeks	
Facebook	6 promoted posts (logo inclusion) and 12 mentions	2 promoted posts and 4 mentions	
Twitter	8 scheduled tweets with name mention, tag and 6 banner ads	3 scheduled tweets and 2 banner ads	
Instagram	6 promotional ads with name and logo inclusion and 8 mentions	2 promotional ads and 3 mentions	
Logo recognition on FamilySmart and Soiree webpage with click through functionality	✓	✓	
Invitations to Soiree with photo opportunities	✓	✓	✓

We are also seeking opportunities to work with partners in the following ways:

- Food Sponsor - \$5,000 - opportunity to sponsor one of the food stations (4 opportunities)
- Pre-event Reception \$5,000 - we will be offering a pre-event reception where VIP ticket holders can meet Keli Anderson, FamilySmart's Founder and CEO as well as hear personal stories from young people and families impacted by FamilySmart.
- Matched funding drive for general donations - we are seeking a donor to match donations on the night of the event, in order to increase individual giving
- Using Advertising/Public Relations to extend our reach
- Using partner channels to reach more people with messages about the Soiree
- Cause marketing opportunities
- Providing Silent Auction items and raffle items
- Providing Staff volunteers to help on the night of the event



About FamilySmart

FamilySmart is the connection that provides young people with mental health challenges and families or caring adults, who are parenting children and youth with mental health challenges, access to support, navigation assistance, information, resources and services. Together we share lived experience of mental health challenges and we help others to come together to enhance services and systems.

What started as two Moms in 2000, is now an organization of 45 people. Our staff team includes young adults with mental health challenges, or parents of children, youth or young adults with mental health challenges. This is our team and since 2000, we have connected with over 100,000 young people, families and service providers. Upon connecting with us, what we hear more than anything is “I wish I had known about you sooner – you have helped me so much.”

FamilySmart believes strongly that mental health is vital for all children, youth and young adults and that they have a right to quality support, information, resources and services they need to meet their mental health needs. This is our vital work that enhances child and youth mental health:

FamilySmart Parent in Residence/Youth in Residence (PiR/YiR) Program helps young people with mental health challenges and their families or caring adults to access support, navigation assistance, information, resources and services.

FamilySmart Practice Program equips young people, families, professionals and systems with information, training and resources that enhance the experience and quality of services and experiences for children, youth and families. .

Health Literacy Program – provides quality educational events, information and resources made with and for children, youth, families and professionals.

May 7th Child and Youth Mental Health Day – a day co-founded and led by FamilySmart.

Please visit our website at www.familysmart.ca for more information.

Contact Details

Jennifer Randall Nelson, Communications Director

c: 604-505-4591

e: jennifer.randall.nelson@familysmart.ca

w: familysmart.ca

f: [@familysmart.ca](https://www.facebook.com/familysmart.ca)

t: [@familysmartcda](https://www.instagram.com/familysmartcda)

i: [@familysmartcda](https://www.youtube.com/channel/UC...)