

2025

# STRONG MINDS

*gala*

Join us in guiding children toward brighter futures  
by building their resilience.

11.20.25

Sponsorship  
Opportunities

LIGHT THE WAY



PSYCHOLOGY CANADA™



Nearly one in five children and youth who required mental healthcare in the past year did not receive the full support they needed.

<https://www150.statcan.gc.ca/n1/daily-quotidien/250310/dq250310a-eng.htm>





Join us in tackling the mental health crisis  
by equipping children and youth with  
resilience skills to proactively manage their  
mental well-being.



2025

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# Building a Resilient Future.

For 50 years, we have been at the forefront of mental health promotion, recognizing that early intervention is key to preventing future crises. Our charitable organization delivers evidence-based programs rooted in psychological science that equip children and youth with essential coping skills.

Our Impact Areas:

## **Attachment**

Strengthening early parent-child bonds  
(Make the Connection)

## **Stress Management**

Teaching stress coping strategies  
(Kids Have Stress Too!®, Stress Busters,  
Peer Mentor, StressLess)

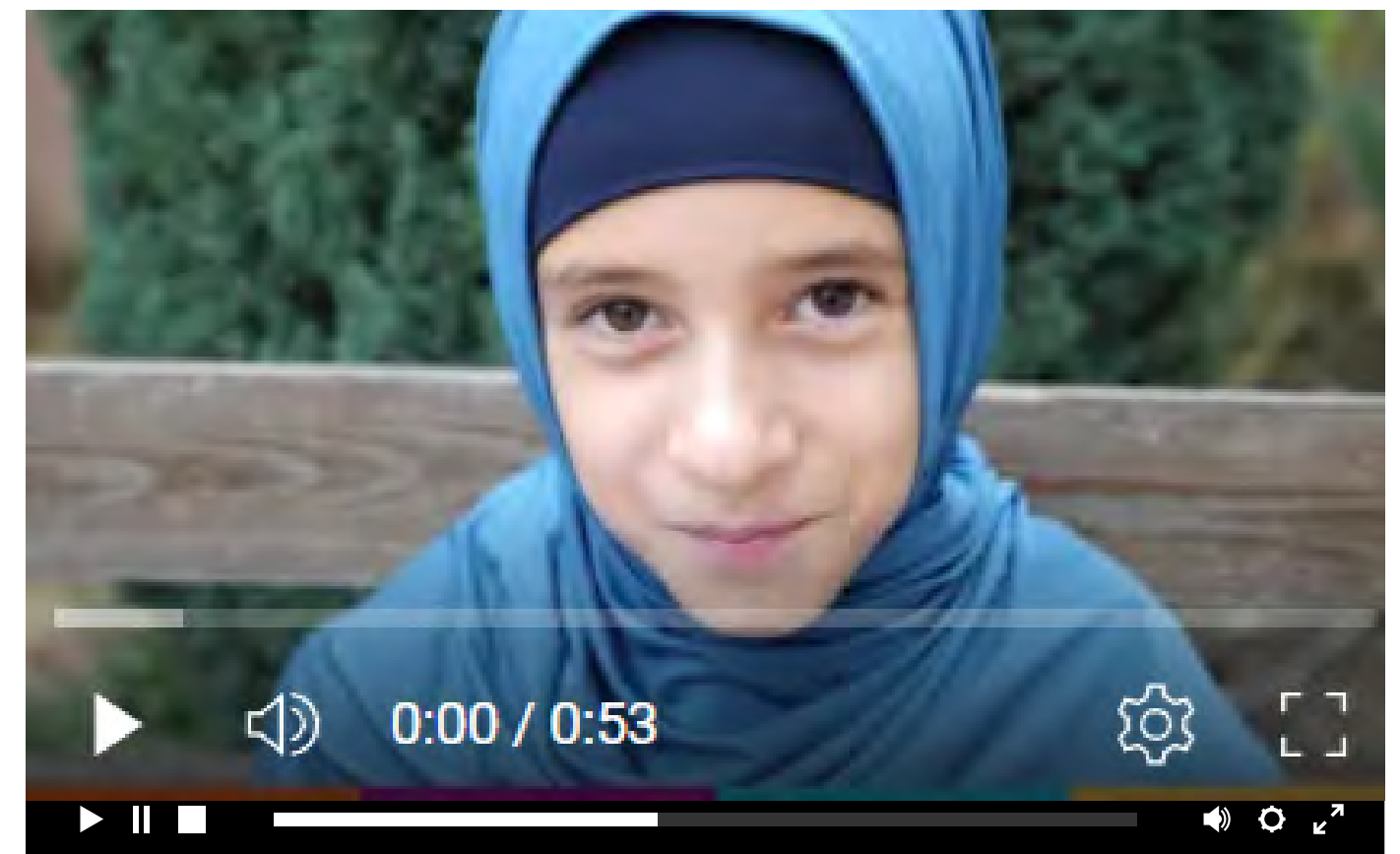
## **Capacity Building**

Empowering youth for  
lifelong resilience  
(ThriveLandia)



By prioritizing prevention over crisis intervention, we foster resilience, ensuring young people develop the skills to navigate life's challenges.

Join us in shaping a healthier future.





# Growth *Gala*

In 2024 at our Growth Gala, we

Raised over  
**\$306K**

United  
**24**  
sponsors

Welcomed  
**over**  
**350**  
guests

This allowed us to **introduce 406,000 youth** to our crucial resilience building programs while continuing to **impact 860,000**, who apply them in their daily lives.

We can and need to do more!



## The Giving Tree

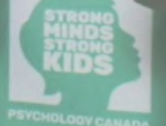
- 1 Make a donation
- 2 Choose a gold gift from the tree!

PSYCHOLOGY CANADA



50

STRONG MINDS  
STRONG KIDS







Building on the success of last year's **50th Anniversary Growth Gala**, we are excited to introduce the **Strong Minds Gala**—a celebration of our progress in advancing youth mental health through psychological science and the launch of our next 50 years of impact.

This event marks a new chapter for our organization as we expand access and enhance the reach of our proven programs, ensuring future generations benefit from essential mental health promotion.



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# Inaugural Gala Theme

LIGHT THE WAY

Creating Brighter Futures with Stronger Minds

Join us in lighting the way to stronger minds, brighter futures, and lasting impact through the **Strong Minds Gala**.

As a **sponsor**, you will empower young minds by providing children and youth with the resilience skills they need to proactively manage their mental health and thrive.



2025

# STRONG MINDS

*gala*

Thursday, November 20, 2025  
Marriott CF Toronto Eaton Centre

**THE EVENING INCLUDES:**

Cocktail reception  
with complimentary beverage  
Live entertainment  
Savoury canapés  
Silent auction  
Delectable four-course dinner  
And more...

**Proceeds will enable us to support our goal of impacting  
500,000 youth with our mental health promotion programs.**

LIGHT THE WAY





ONLY 1 OPPORTUNITY



# Presenting Sponsor

\$50,000

**Children and Youth Impacted:  
12,250**

Includes:

- Title sponsorship and branding on all key elements of the event
- Included in opening remarks
- 30 guests
- Psychologist seated at your table
- Prominent promotion: event program, in-event signage, pre and post event media, website, newsletter, social media, annual report
- Impact Story to leverage

ONLY 2 OPPORTUNITIES

# Patron Sponsor

\$30,000

**Children and Youth Impacted:  
7,200**

Includes:

- Sponsorship and branding on all key elements of the event
- 20 guests
- Psychologist seated at your table
- Promotion: event program, in-event signage, pre and post event media, website, newsletter, social media, annual report



Proceeds will enable us to support our goal of impacting 500,000 youth with our mental health promotion programs.



ONLY 3 OPPORTUNITIES

# Platinum Sponsor

\$20,000

**Children and Youth Impacted:**  
**5,100**

Includes:

- Sponsorship and branding on elements of the event
- 10 guests
- Promotion: event program, in-event signage, post event media, website, enewsletter, social media, annual report

ONLY 2 OPPORTUNITIES

# Gold Sponsor

\$10,000

**Children and Youth Impacted:**  
**2,100**

Includes:

- Sponsorship and branding on all key elements of the event
- 10 guests
- Promotion: event program, in-event signage, post event media, website, enewsletter, social media, annual report





ONLY 3 OPPORTUNITIES

# Silver Sponsor

\$7,500

**Children and Youth Impacted:**  
**1,250**

Includes:

- Sponsorship and branding on all key elements of the event
- 10 guests
- Promotion: event program, in-event signage, post event media, website, newsletter, annual report

ONLY 2 OPPORTUNITIES

# Bronze Sponsor

\$5,000

**Children and Youth Impacted:**  
**600**

Includes:

- Sponsorship and branding on all key elements of the event
- 10 guests
- Promotion: event program, in-event signage, post event media, website, newsletter, annual report



Proceeds will enable us to support our goal of impacting 500,000 youth with our mental health promotion programs.



Benefits	Presenting \$50,000	Patron \$30,000	Platinum \$20,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Impact Numbers	<b>12,250</b>	<b>7,200</b>	<b>5,100</b>	<b>2,100</b>	<b>1,250</b>	<b>600</b>
Tickets	30	20	10	10	10	10
Logo on SMSK Website	✓	✓	✓	✓	✓	✓
Logo at the Gala Event	✓	✓	✓	✓	✓	✓
Annual Report	✓	✓	✓	✓	✓	✓
Event Program Ad	✓	✓	✓	✓	✓	✓
Post Event Media Promo	✓	✓	✓	✓	✓	✓
Newsletter Feature	✓	✓	✓	✓	✓	
Social Shoutouts	✓	✓	✓	✓		
Weblinks	✓	✓	✓			
Welcome Remarks	✓	✓				
Pre Event Media Promo	✓	✓				
Impact Story	✓					



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# Activation Opportunities

Interested in creating a memorable branded  
experience for guests? Contact us.



Light the way for Canadian Children. Contact us today.

## Anne Lovegrove



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