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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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gala

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)

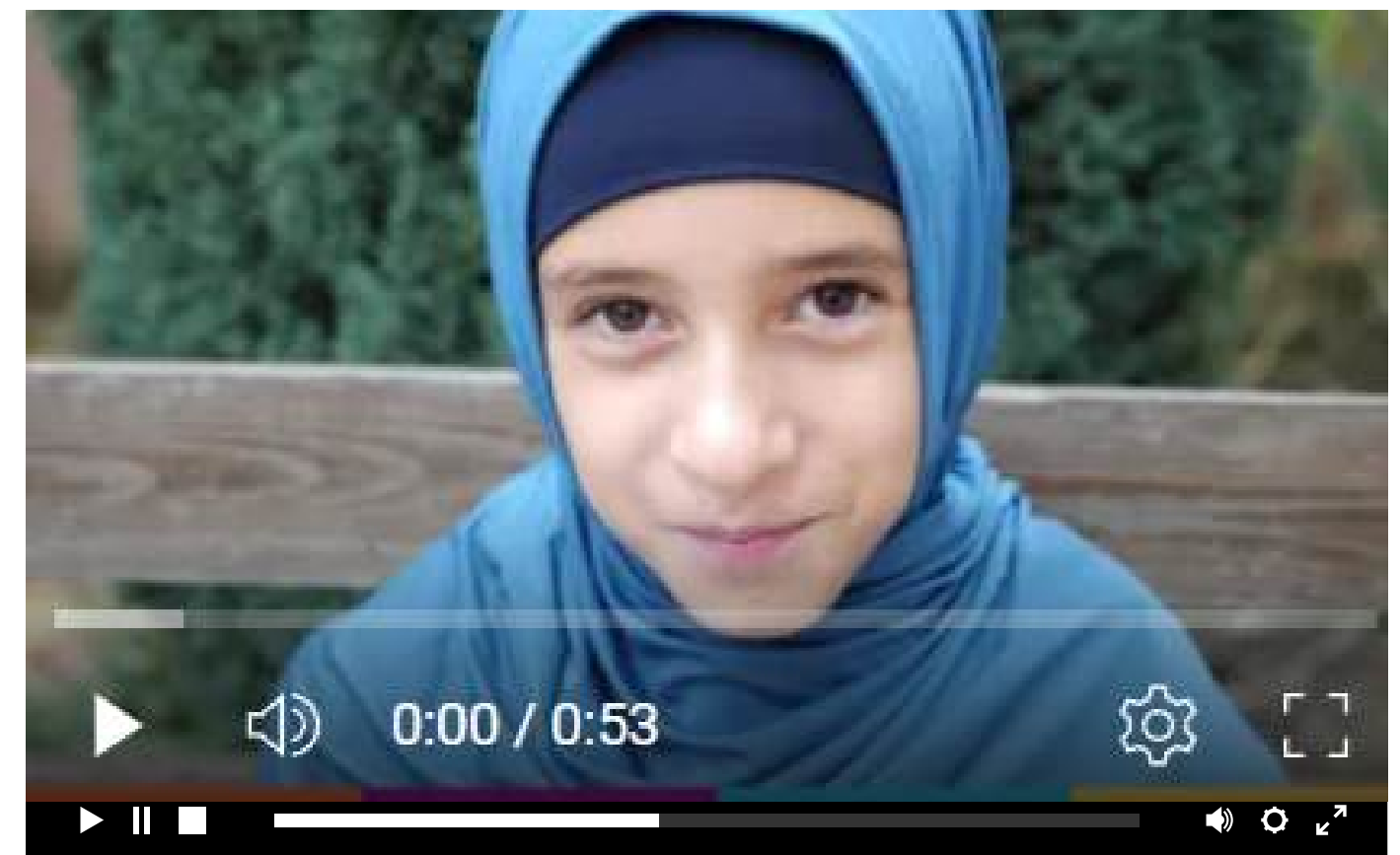
Capacity Building

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.



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(insert video)





**STRONG
MINDS
STRONG
KIDS**
PSYCHOLOGY CANADA

50
YEARS

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.

STRONG MINDS
gala

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.

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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



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



Benefits	Presenting \$50,000	Patron \$30,000	Platinum \$20,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000
Impact Numbers	12,250	7,200	5,100	2,100	1,250	600
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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