

This International
Conference is an
initiative of

The Clifford Beers
Foundation

in conjunction with

The Mental Health
Commission of
Canada

Expanding our Horizons: Moving Mental Health and Wellness Promotion into the Mainstream

Organisations
supporting the aims
and objectives of the
conference include:

*Public Health Agency of
Canada*

Health Canada

*International Union for
Health Promotion and
Education (IUHPE)*

*International Alliance for
Child and Adolescent
Mental Health and
Schools (Intercamhs)*

*Education Development
Center, Inc (EDC)*

Metro Toronto Convention Centre
4th - 6th March 2009

The Clifford Beers Foundation is a
charity registered in England:
Charity Registration Number (UK):
3231433 Company Number
(UK): 1057476
Business Number (Canada):
858587694. GST Number
(Canada): 858587694RT0001

Sponsorship Prospectus



About the Conference

INTRODUCTION

Following on from the pioneering work of Clifford Beers in leading the Mental Hygiene movement, The Clifford Beers Foundation was established to become a focus for the development of initiatives in mental health promotion and preventing mental and behavioural disorders.

Although registered in the UK, The Foundation has an international basis: after what many in the field consider to be the groundbreaking series of European conferences on the promotion of mental health in the 1990s, The Clifford Beers Foundation has worked with partners across the world to develop a series of world and regional conferences to stimulate progress in developing effective methodologies for promoting mental health.

Partly as a result of this pioneering work, achieving positive mental health and wellness is now recognized as an urgent issue for individuals, communities and governments and the need for mental health and wellness promotion has now become a feature of government policy. During recent years we have seen rapid developments in the field and the main barriers to enhancing this work are no longer a lack of knowledge or initiatives but rather the need for:

- shared information about on-going research and successful programs, policies and organizational models;
- collaboration on the development of new knowledge and the implementation of programs and strategies;
- more effective use of scarce resources.

This conference provides the opportunity to address how the promotion of mental health and wellness can be incorporated into a wide range of policy and service issues by engaging with leaders and experts from a range of disciplines, including government, the public sector and industry and commerce. Furthermore it is also recognized that on an international basis, an extensive range of innovative work has been undertaken in this area and there are also numerous collaborative ventures currently in the planning and operational stages.

Michael Murray

*CEO The Clifford Beers Foundation and
Conference Chair*

AUDIENCE

'Expanding our Horizons' is expected to attract a wide range of individuals with an interest in promoting mental health and wellness, including:

- policy makers and policy administrators in local, provincial and national government;
- professionals, managers and practitioners in health and social care, education, industry and private and public sectors;
- consumers of mental health and other health, education and social services;
- researchers and scientists;
- representatives from other settings such as education, legal and judicial and the workplace.

KEYNOTE SPEAKERS

The Conference will benefit from an impressive lineup of keynote speakers, including:

- **MARGARET BARRY**, National University of Ireland, Galway
- **HOWARD CHODOS**, Mental Health Commission of Canada, Ottawa
- **PETER COLERIDGE**, Provincial Health Services Authority, British Columbia
- **ANDRÉ DELORME**, Directeur national de la santé mentale, Ministère de la santé et des services sociaux du Québec
- **PENNY HAWE**, University of Calgary
- **EVA JANÉ-LLOPIS**, Department of Health, Government of Catalonia, Spain
- **MARTIN KNAPP**, London School of Economics
- **DAVID MCQUEEN**, Centers for Disease Control & Prevention, Atlanta
- **BONNIE PAPE**, Bonnie Pape Consulting
- **VIKRAM PATEL**, London School of Hygiene and Tropical Medicine
- **DENNIS RAPHAEL**, York University, Toronto
- **MARTIN SHAIN**, Neighbour at Work Centre, Caledon Village, Ontario
- **MARK WEIST**, University of Maryland



CONFERENCE OBJECTIVES

1. To raise the profile of mental health and wellness promotion on the national agenda by learning from other jurisdictions and from each other.
2. To influence the development and implementation of a Canadian strategy for mental health and wellness promotion, as well as provincial/territorial policies.
3. To promote action and “ownership” of mental health and wellness promotion by everyone (i.e. governments, communities, all sectors).
4. To develop and enhance intersectoral partnerships.
5. To provide a forum for knowledge exchange, opportunities to learn about the latest research, innovations and evidence-based practices.

CONFERENCE THEMES

1 **The concept of mental health and wellness promotion:**

exploration of influential factors and determinants of mental health and wellness, including social, economic and ecological perspectives; indicators of positive mental health and wellness; integration of mental health and wellness concepts in sectors beyond health.

2 **Building the case for mental health and wellness promotion:**

how to influence the public and political agenda for mental health and wellness promotion, build readiness and champion the issue.

3 **From thought to action:**

implementation of mental health and wellness promotion policies and practice, evidence-based policies and programs, outcomes and lessons learned.

4 **Gathering strength:**

processes for enhancing and sustaining effective intersectoral partnerships, how to successfully engage new sectors that have not traditionally been involved.

5 **Mental health and wellness promotion, 2009 & beyond:**

how future trends and global issues may impact on mental health and on mental health and wellness promotion, how individuals, governments and communities can prepare for the future.

WHY SPONSOR?

Supporting the Conference through sponsorship demonstrates your commitment to the promotion of mental health and wellness and to the prevention of mental and behavioural disorders.

Ultimately the work of The Clifford Beers Foundation and this Conference are about changing people's lives for the better and your support shows the value and importance you place on the mental well-being of employees in your workplace and of people in general.

Following on from major international conferences elsewhere, this is the first conference of its kind in Canada. By sponsoring the Conference you will be contributing to the international debate on mental health and wellness promotion, and the prevention of mental and behavioural disorders, as well as furthering the development of national mental health strategy in Canada.

As a sponsor of 'Expanding our Horizons' you will gain access to an anticipated audience of 500+ influential people in government, the public sector and the business community in Canada, as well as influential international delegates.

*There is no
health without
mental health.*

WORLD HEALTH ORGANIZATION

Sponsorship Opportunities

PARTNER \$50,000 + (one sponsorship available)

- Your organization will be recognized as one of the key sponsors of the event and identified as a Partner.
- Your organization will receive top billing on signage before, during and following the event.
- Five complimentary registrations will be provided for representatives of your organization.
- Your organization will receive all other benefits listed under Platinum Sponsor

As the Partner Sponsor you will be closely identified with the event. The Conference organizers will work closely with the Partner Sponsor to ensure that the Conference and the sponsor realise maximum benefit from the sponsorship.

PLATINUM SPONSOR \$30,000 + (two sponsorships available)

- Your organization will be identified as a Platinum Sponsor.
- Your company's logo will appear on all promotional materials including the website, signage, and in the final program.
- Four complimentary registrations will be provided for representatives of your organization.
- You may have a non-product display during the conference.
- You may provide sufficient quantities of company information/quality item for distribution in delegate packages (materials/items subject to approval by the Conference Secretariat).
- Your organization will be recognized as a sponsor from the podium

GOLD SPONSOR \$20,000 + (three sponsorships available)

- Your organization will be identified as a Gold Sponsor.
- Your company's logo will be printed among sponsor listings in all promotional materials including the website, signage and final program.
- Three complimentary registrations will be provided for representatives of your organization.
- You may have a non-product display during the conference.
- You may provide sufficient quantities of company information/quality item for distribution in delegate packages (materials/items subject to approval by the Conference Secretariat).

SILVER SPONSOR \$10,000 + (five sponsorships available)

- Your organization will be identified as a Silver Sponsor.
- Your company's logo will be printed among sponsor listings in all promotional materials including the website, signage and final program.
- Two complimentary registrations will be provided for representatives of your organization.
- You may have a non-product table-top display during the conference.

OTHER OPPORTUNITIES

In addition to the above there will be opportunities to support the Conference in other ways, for example sponsoring a delegate or speaker, or the Conference Handbook. The Conference organizers would welcome additional sponsorship suggestions. The costs of these sponsorship opportunities are not fixed but will be determined on an individual basis depending on the sponsorship agreed. All such sponsors will have their name identified as a sponsor in the Conference literature. There will also be an opportunity to purchase exhibition space.

CONTACT AND FURTHER INFORMATION

FOR FURTHER INFORMATION ON SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

Colin Reed – colin@cliffordbeersfoundation.co.uk

Sponsor Details...

Expanding our Horizons: Moving Mental Health and Wellness Promotion into the Mainstream

Date: _____

CONTACT INFORMATION

Company Name (as it will appear in promotional material)

Contact Name: _____

Contact Title/Position: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

WHAT LEVEL OF SPONSORSHIP DO YOU WISH TO OFFER? (☒)

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|--------------------------|----------|------------|------------|
| <input type="checkbox"/> | Partner | ⇒⇒⇒⇒⇒⇒⇒⇒⇒⇒ | \$50,000 + |
| <input type="checkbox"/> | Platinum | ⇒⇒⇒⇒⇒⇒⇒⇒⇒⇒ | \$30,000 + |
| <input type="checkbox"/> | Gold | ⇒⇒⇒⇒⇒⇒⇒⇒⇒⇒ | \$20,000 + |
| <input type="checkbox"/> | Silver | ⇒⇒⇒⇒⇒⇒⇒⇒⇒⇒ | \$10,000 + |
| <input type="checkbox"/> | Other | ⇒⇒⇒⇒⇒⇒⇒⇒⇒⇒ | \$variable |

HOW DO YOU WANT TO PAY? *(Sponsorship benefits will commence on receipt of payment)*

- Cheque enclosed, payable to The Clifford Beers Foundation
- Please invoice my company at the above address

Name of authorized company representative: _____

Position: _____

Signature: _____

Date: _____