

Canadian Association
for Suicide Prevention



Association canadienne pour
la prévention du suicide

CASP/ACPS

Communities Addressing Suicide Together

October 5-7, 2010 • Halifax, Nova Scotia

SPONSORSHIP PACKAGE

Greetings

The Canadian Mental Health Association (CMHA), founded in 1918, is one of the oldest voluntary organizations in Canada. As a nation-wide, not-for-profit organization, the CMHA promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness. CMHA –NS Division oversees the work of Communities Addressing Suicide Together (CAST) – a provincial initiative that works with the communities of Nova Scotia to prevent suicide.

We are excited to have the opportunity to host the Canadian Association for Suicide Prevention 2010 Conference. The event will take place at Alderney Landing Cultural Centre in Halifax Regional Municipality, Nova Scotia from October 5 – 7, 2010. A preconference day designed particularly for youth will take place on October 5TH.

The conference theme is *Communities Addressing Suicide Together*. The purpose of the conference is to bring together communities, survivors of suicide, community-based workers and practitioners to explore innovative community, clinical and research practices in suicide prevention, intervention and postvention. Ultimately, we want to rekindle the commitment and dedication to addressing suicide in communities across Canada.

The Canadian Mental Health Association Nova Scotia Division invites you to support the Canadian Association for Suicide Prevention 2010 Conference by participating as one of our select sponsors. A full list of sponsor benefits is enclosed for your review. Thank you for taking the time to review this package and we look forward to your support of the Canadian Association for Suicide Prevention 2010 Conference.

Sincerely,

Angela Davis
Co chair, Canadian Association for Suicide Prevention 2010 Conference,
Coordinator, Communities Addressing Suicide Together, CMHA-NS

General Information

About Suicide in Nova Scotia

Suicide affects us all. No part of our society is immune. Each year, over 100 Nova Scotians die by suicide, and many more make suicide attempts. Suicide is the leading cause of injury death, and suicide attempts are the second leading cause of injury hospitalization in NS. There are many complex factors associated with suicide and attempted suicide.

Preventing suicide is about more than prevention - it also includes intervention & postvention. This means a focus on the things that happen before, during and after a period of suicidal crisis – to help both the suicidal person and their family &/or friends, as well as the community at large.

About the Canadian Association for Suicide Prevention (CASP)

The Canadian Association for Suicide Prevention (CASP) was incorporated in 1985 by a group of professionals who saw the need to provide information and resources to communities to reduce the suicide rate and minimize the harmful consequences of suicidal behaviour.

Vision: We, like many others, envision a world in which people enjoy an optimal quality of life, are long-living, socially responsible, and optimistic about the future.

Purpose: CASP's ultimate purpose is to reduce the suicide rate and minimize the harmful consequences of suicidal behaviour.

Operation: CASP works toward the achievement of its purpose by facilitating, advocating, supporting and advising.

About the Canadian Mental Health Association (CMHA) - Nova Scotia Division

CMHA Nova Scotia Division mission is to promote the mental health of all Nova Scotians, recognizing cultural diversity.

CMHA Nova Scotia Division works closely with the eight local branches to provide the following programs

- Communities Addressing Suicide Together: An initiative to assist communities in building their capacity to prevent suicide.
- Changing Minds: Programs, training and initiatives to promote community education about the experience of mental illness.
- Mental Health Works: Programs and training to assist and educate employers about how to deal with issues of mental health in the workplace.

2010 Conference

Objectives

The conference theme is *Communities Addressing Suicide Together*. The objectives for the conference are

1. To illuminate innovative community, clinical and research practices in suicide prevention, intervention and postvention.
2. To create an opportunity for communities, survivors, community-based workers and practitioners and youth to share and showcase their experiential and research based knowledge.
3. To raise awareness of factors within communities and society that are associated with suicide and suicide prevention; such as, the social determinants of health, resiliency, mental health promotion, holistic approaches and cultural safety.
4. To create an atmosphere where renewed hope, understanding, and interconnectedness rekindle the commitment and dedication to addressing suicide in communities across Canada.

The conference will focus on promising and innovative community practices and community focused clinical practices. There will be a preconference day for youth involved in suicide prevention which will focus on skill building promoting resilience and positive mental health.

Why do we need your sponsorship?

CMHA-NS with the assistance of a dedicated group of volunteers will be hosting the 2010 conference. As a not-for profit organization on a tight budget we need your help in making this event happen.

All sponsorships money will go toward the planning and execution of the 2010 conference and will ensure that the conference is accessible to all those affected by suicide in Nova Scotia and is successful in connecting our community.

Sponsorship Opportunities

Platinum Sponsor

Sponsorship Amount: \$5000

Benefits:

- Name/logo on website
 - Identification in all publications and publicity
 - Identification in all multi-media productions
 - Dedicated space for booth at the conference
 - Name/logo included on delegate materials
 - Opportunity to distribute promotional items at the event
 - Four (4) complimentary delegate passes to the conference
 - Verbal recognition throughout conference
 - Recognition as a CMHA–NS sponsor
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Gold Sponsor

Sponsorship Amount: \$2500

Benefits:

- Name/logo on website
 - Identification in all publications and publicity
 - Identification in all multi-media productions
 - Dedicated space for booth at the conference
 - Name/logo included on delegate materials
 - Opportunity to distribute promotional items at the event
 - Two (2) complimentary delegate passes to the conference
 - Verbal recognition throughout conference
 - Recognition as a CMHA–NS sponsor
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Silver Sponsor

Sponsorship Amount: \$1000

Benefits:

- Name/logo on website
- Identification in all publications and publicity
- Identification in all multi-media productions
- Opportunity to distribute promotional items at the event
- Name/logo included on delegate materials
- Two (2) complimentary delegate passes to the conference
- Verbal recognition throughout conference

Bronze Sponsor

Sponsorship Amount: \$500

Benefits:

- Name/logo on website
- Identification in all publications and publicity
- Identification in all multi-media productions
- Name/logo included on delegate materials
- One (1) complimentary delegate passes to the conference
- Verbal recognition throughout conference

Sponsor-in-Kind

Donation of products or services are encouraged and greatly appreciated. All contributors will be recognized based on the extent of support for the 2010 Conference.

Suggested donations (other items will be accepted):

- Signage production
- Print production
- Items for delegate kits
- Thank you gifts for speakers and special guests
- Catering services
- Nutrition breaks
- Banquet sponsorship
- Audio visual and/or technical services
- Re-usable delegate bags
- Flash drives for delegates
- Hotel accommodations
- Translation services
- Graphic design production
- Transportation services

Other

If your organization is interested in supporting the Communities Addressing Suicide Together conference through a venue that is not listed above please contact Michelle or Angela. We would be happy to discuss alternative opportunities.

Contact

To discuss your sponsorship for the 2010 Communities Addressing Suicide Together National Conference please contact:

Michelle Hynes-Dawson, Sponsorship Working Group Chair
mhynes07_@hotmail.com

Angela Davis, Conference Co-Chair
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