



# Presidents' Challenge

A BMO VANCOUVER MARATHON  
FUNDRAISING INITIATIVE

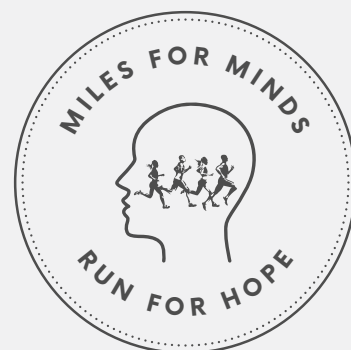
Sponsorship Proposal to  
support Mental Health  
Programs in the  
community

PROUD SUPPORTER OF



Canadian Mental  
Health Association  
Vancouver-Fraser  
*Mental health for all*

Association canadienne  
pour la santé mentale  
Vancouver-Fraser  
*La santé mentale pour tous*



# About Presidents' Challenge

**The Canadian Mental Health Association, Vancouver–Fraser branch (CMHA-VF) reaches 10 years of involvement with the BMO Vancouver Marathon.**

We're excited to invite you to join us in marking our decade-long milestone by supporting our marathon effort through one of our sponsorship packages. Your contribution will empower our organization and inspire a broader community commitment to mental health support. Let's unite to make a significant impact on those who need it most. Thank you for your support.

Our current President of the Board of Directors, **Kevin Erickson**, and our former President, **Shawn McNaughton**, are leading The Presidents' Challenge with the objective of having a ton of fun while raising funds for our mental health programs.

At CMHA, Vancouver-Fraser, two simple words serve as the foundation on which all our work is done: "**People first**". We aim to transform mental health and wellness practices through programs and services rooted in innovation, inclusion, and collaboration in order to improve the lives of the people we serve.

Our programs and services touch real people. Help us reach more people who need mental health support. CMHA Vancouver-Fraser provides a variety of mental health promotion and recovery-focused programs for people of all ages and their families. Read about our programs [here](#).

Join The Presidents' Challenge as a sponsor to support the Canadian Mental Health Association, Vancouver-Fraser.

The Presenting Sponsor is the highest level of support your company can show for The Presidents' Challenge - BMO Vancouver Marathon 2024. This is only available to the first company that commits their support at this level. Your company will be the naming sponsor for our event and the entire initiative will be promoted as "[Your Company] Presents: The Presidents' Challenge for Mental Health 2024". This title will be displayed on promotional graphics, and special title shout outs during the BMO Vancouver Marathon season.

Your support goes a long way in our mission to de-stigmatize mental health and create better opportunities for those in need. To make donations below our formal sponsorship levels, simply click on the link to donate to [Shawn](#) or [Kevin](#).

If you have any questions or would like to sponsor this initiative, please call us at 778-237-5041 or email us at [fundraising@cmhavf.ca](mailto:fundraising@cmhavf.ca).



# Sponsorship Tiers



## Presenting Sponsor

Title announced as [Company] presents The Presidents' Challenge

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Mention at the two Social Runs

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Individual social media post across all platforms

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E-blast thanking sponsor to fundraisers and donors

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Logo featured on all promotional and marketing materials

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Logo showcased on social media channels and web pages

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Opportunity to include banner and distribute materials at BMOVM's Start Line Water Station.

**\$10,000**



## Gold Sponsor

Mention at the two Social Runs

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Individual social media post across all platforms

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E-blast thanking sponsor to fundraisers and donors

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Logo featured on all promotional and marketing materials

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Logo showcased on social media channels and web pages

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Opportunity to include banner and distribute materials at BMOVM's Start Line Water Station.

**\$5,000**

# Sponsorship Tiers cont.



## Silver Sponsor

Mention at the two  
Social Runs

Individual social media post  
across all platforms

E-blast thanking sponsor to  
fundraisers and donors

Logo showcased on social media  
channels and web pages

**\$2,500**



## Bronze Sponsor

E-blast thanking sponsor to  
fundraisers and donors

Logo showcased on social media  
channels and web pages

**\$1,000**



## Friends

Logo showcased on social media  
channels and web pages

**\$500**

**Thank you!**  
**Hope you are**  
**interested!**

## **Contact**

**Phone**      778-237-5041

**Website**    [vf.cmha.bc.ca](http://vf.cmha.bc.ca)

**Email**      [fundraising@cmhavf.ca](mailto:fundraising@cmhavf.ca)

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Vancouver, BC - V5T 4L6