



CANADIAN MENTAL  
HEALTH ASSOCIATION

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ASSOCIATION CANADIENNE  
POUR LA SANTÉ MENTALE

**VANCOUVER-BURNABY BRANCH**

**Sponsor the 4th annual**  
***“CMHA Community Bike Ride”***  
***Sunday, June 24<sup>th</sup>, 2012***

Caryl Dolinko - Sponsorship Coordinator

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## CMHA Community Bike Ride – Ride to support mental health and recovery!

The Canadian Mental Health Association, Vancouver Burnaby Branch (CMHA VB) is a leading mental health charity committed to mental health promotion and supporting the recovery of individuals experiencing a mental illness.

The benefits of exercise, having fun with friends and family and doing something good for your community are well known to promote mental wellness. Our branch is excited to offer a unique opportunity for novice, seasoned and professional cyclists to join together and do just that.

We will be hosting our fourth annual Community Bike Ride on Sunday June 24th, 2012. The CMHA Community Bike Ride is our signature event and this year, we expect hundreds of riders to come out and raise awareness and funds and show support for those living with mental illness. This large scale event brings together cyclists of all levels to enjoy one of the two scenic routes in Vancouver and Burnaby. Our goal is to put on a great event and raise funds to support much-needed programs and services of CMHA, improving the lives of those living with mental illness.

We invite you to partner with this exceptional event and become a sponsor of the Community Bike Ride. As awareness of mental health issues increase, many corporations are now including mental health as part of their corporate social responsibility and over all wellness plans. This is a great way to get involved and give back to the community.

Our bike ride raises awareness and funds that make a significant difference in our community. This public event is a positive message about the importance of building mental health through exercise, joining in and giving back. The event creates awareness and reduces stigma on the streets of Vancouver and Burnaby while raising money for our community education services. Your support adds a voice to the importance of mentally healthy communities and an end to stigma and discrimination.

### Why Sponsor the CMHA Community Bike Ride

Mental illness does not affect a person in isolation. It impacts families, friends, co-workers and our community. In fact, 1 in 5 Canadians will suffer from a mental illness. Mental illness, like all health issues, responds best to early diagnosis treatment and other supportive interventions. It is debilitating and isolating and costs the Canadian economy over \$33 Billion dollars per year. The percentage born by the private sector is a staggering 66% with the public sector contributing the remaining 33%. Last year the CMHA Community Outreach Education and Training department trained 2,350 people, reached over 2,500 community members at 40 public events, answered approximately 600 inquiries and handed out over 850 brochures and the Mental Health Guides.

By raising awareness, the stigma, of mental health and mental illness is reduced and people can recognize, respond, and ask for support. There is no health without mental health. Our bike ride raises awareness and funds that make a significant difference in our community. Your sponsorship enables us to continue this essential work in our community.

- This event sends a positive message about the importance of building mental health through exercise.
- The event create awareness and reduces stigma on the streets of Vancouver and Burnaby
- Raises funds for our Child & Youth Programs to promote recovery
- Raising money for the continuation of our essential community education services.

Your support adds a voice to the importance of mentally healthy communities and an end to stigma and discrimination. We ride to raise awareness and acceptance of those living with mental illness. We ride because recovery, when the right supports are in place, is possible. We ride because healthy choices, including exercise, builds resiliency and promotes positive mental health. We ride because cycling is fun and good for us and our environment and we ride for us, all of us.

### About CMHA Vancouver Burnaby Branch

CMHA Vancouver Burnaby Branch has been in existing for over 50 years. We are part of a nation-wide voluntary organization that promotes the mental health of all and supports the resilience and recovery of people experiencing mental illness. CMHA accomplishes this mission through advocacy, education, research and service. To learn more about our programs and services please visit our website. [www.vb.cmha.bc.ca](http://www.vb.cmha.bc.ca)

## Community Bike Ride – Event Overview

This event brings together hundreds of cyclists of all levels to enjoy one of two bike routes through Vancouver and Burnaby and raise money to support mental health services in our community. These riders receive healthy food and snacks, a commemorative t-shirt, a free lunch, entertainment, information and prizes.

**The Date:** Sunday, June 24<sup>th</sup>, 2012

**Start and Finish:** Central Park, Burnaby (1 minute from the Patterson Sky Train Station)

All riders are expected to wear a helmet, follow the rules of the road and ride safely along the roads.

**Check in and Registration** starts at: 8:30am

- Early Bird Registration: \$30, closes at 5:00pm June 10<sup>th</sup>, 2012
- Regular Registration: \$35, closes at 5:00pm June 22<sup>nd</sup>, 2012
- Same Day Registration: \$40, from 8:30am - 9:30am on June 24<sup>th</sup>, 2012

**50 K Ride begins at: 9:30am**

(Beautiful route travels around Vancouver and Burnaby neighbourhoods with many changes in gradient)

**20K Ride begins at 10:00am**

(Fun and scenic route along Vancouver and Burnaby Bike Routes. Average rider- estimated time 1.5 hours)

**Entertainment at 11:30am - 1:00pm**

After the ride, participants will enjoy a healthy barbeque lunch and lots of entertainment. There will be live music, face painting for kids, bike tune ups, cycling displays and mental wellness information.

### On-site services

- Bike parking & bike rental (with advance notice)
- Station for flat-tires/air and bike mechanic support
- Cycling booth
- Water station
- Mental health information booths
- Porta-potties

### Pledges & Prizes

Pledges and donations of \$25 or more receive a charitable tax receipt and entered into a prize draw featuring cycling gears from local bike shops. Riders that generate \$200 or more in pledges will receive a special gift. Riders who generate \$500 or more in pledges will be recognized on stage, and will also receive a customized riding jacket. The team that generates the highest amount of pledges will receive a special team award.

## Media and Promotions – Four-Month Marketing Campaign

The promotional information about the Community Bike Ride will reach thousands of enthusiastic riders in the biking community in Vancouver and Burnaby, all Canadian Mental Health Association donors and volunteers, and tens of thousands more individuals from the general public. Throughout our four-month-long event marketing campaign, we will be promoting this event on television, radio and in newspapers, on our website, in events listings in local papers, through social media and posters displayed around the city. In addition, there will be a post event press release. Mentions and pictures from the event will be available online for a full year after the event and in our annual report.

**TV** - Our television sponsor will be promoting the Community Bike Ride on their 30 second community calendar during the event week, their website for a month leading up to the event as well as mentioning it on the evening and weekend news.

**Radio** - Our radio sponsors will be promoting the Community Bike Ride with their live public service announcements, listing our event on their website with a link to our event website and on-site attending the event with their fun street crews

**Newspaper** - Our newspaper sponsors will have advertisements in their papers in the weeks leading up to the event. There may also be editorial alongside the advertisements to further promote the mission of the CMHA.

**Social Media** – We will be promoting the Community Bike Ride in the weeks leading up to the event on the CMHA Facebook page, the Facebook event page as well as sending out Tweets on Twitter.

## Sponsorship Levels

There are distinct levels and opportunities for you to partner with us as a sponsor or a donor. Thank you for considering sponsorship of the CMHA Community Bike Ride. If you are interested in becoming a sponsor, please contact Caryl Dolinko, our Sponsorship Coordinator by telephone at 604-255-1185 or email at [caryl.dolinko.vb@cmha.bc.ca](mailto:caryl.dolinko.vb@cmha.bc.ca)

2012 CMHA Bike Ride	Title	Diamond	Gold	Silver	Official Supplier	Community	Media
Sponsorship Benefits	\$8,000	\$5,000	\$2,500	\$1,000	\$250+	\$500	in-kind
Company name and logo on a recognition plaque displayed at CMHA office	Y						
Title Partner wordmark logo alongside CMHA on all event collateral	Y						
Branding of bike ride event area (stage, vendor table, banners, signage)	Y						
Vendor tent, table and chairs	Y	Y	Y				
Speaking opportunity at the event	Y	Y					
Acknowledged as a sponsor of the event	Y	Y	Y	Y	Y	Y	Y
Company information in the riders' take away packages	Y	Y	Y	Y	Y	Y	Y
Prominent placement of logo on <i>print</i> marketing for event (advertisements, posters and event forms, brochures)	Y						
Prominent placement of logo and link on <i>electronic</i> event marketing (newsletter, facebook, website) until December 2013	Y						
Logo on <i>print</i> marketing for event (advertisements, posters and event forms, brochures)		Y	Y				Y
Logo and link on <i>electronic</i> event marketing until December 2013		Y	Y	Y	Y	Y	Y
Name on all <i>electronic</i> event marketing (emails, newsletter, facebook, websites)					Y	Y	
One page advertisement in event handout	Y						Y
Company profile and highlight in Spring newsletter	Y	Y	Y				Y
Logo and thanks in the CMHA annual report	Y	Y	Y	Y	Y	Y	Y
Thanks and acknowledgement in the post event press release	Y	Y					Y
Sponsor Certificate of Appreciation	Y	Y	Y	Y	Y	Y	Y
Bike Ride Shirt - One Sponsor Only - \$1,500							
Event Stage Banner - One Sponsor Only - \$750							