



SPONSORSHIP
OPPORTUNITIES

OCTOBER 27–28
Westin Bayshore, Vancouver

Bottom Line 2025

WORKPLACE MENTAL HEALTH CONFERENCE



Canadian Mental
Health Association
British Columbia
Mental health for all



years of
community

The 2025 National Bottom Line Conference is about rebuilding a sense of community in the workplace. Since 2002, the Canadian Mental Health Association's Bottom Line Conference has been bringing together business leaders, workers, union representatives, policy makers, and researchers to share real experiences, successes, ideas, and expertise on improving mental health in Canadian workplaces. **The annual event attracts over 350 delegates from across BC and beyond.**

“

I loved all of the incredible speakers who spoke about intersectionality and mental health. I will be taking away some of their teachings and seeing how to incorporate this into my workplace. I also wasn't aware of the psychological standard for health and safety and will be bringing that to my workplace to see how we can integrate this into our OH&S.

– Bottom Line Conference attendee

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We can't do it without you.

As a sponsor you:

- Profile your mental health commitment and leadership
- Provide an unmatched learning and networking experience for your staff
- Connect with a rich community of leaders and innovators who care about mental health
- Help us promote mental health for all



Diamond Sponsor**\$30,000**

Recognition as the conference presenting sponsor including Emcee mention, logo on conference stage screens, top billing on conference website, reserved table and recognition in CMHA BC Annual Report

- **Opportunity to introduce headline keynote speaker**
- 8 mentions in social media and email newsletter bulletins
- One full-page colour ad on inside front cover of conference printed mini-program as well as logo on back cover
- Complimentary display booth at location of your choice
- 8 complimentary conference registrations
- High-quality digital photos

**Emerald Sponsor****\$20,000**

Recognition including Emcee mention, logo on conference stage screens, prominent placement on conference website, reserved table and recognition in CMHA BC Annual Report

- **Opportunity to host a plenary session**
- 4 mentions in social media and email newsletter bulletins
- One half-page colour ad in conference printed mini-program as well as logo on back cover
- Complimentary display booth in prominent high traffic area
- 4 complimentary conference registrations
- High-quality digital photos

**Gold Sponsor****\$15,000**

Recognition including Emcee mention, logo on conference website, reserved table and recognition in CMHA BC Annual Report

- **Opportunity to introduce workshop**
- 4 mentions in social media and email newsletter bulletins
- Logo on back cover of conference printed mini-program
- Complimentary display booth
- 2 complimentary conference registrations
- High-quality digital photos



Silver Sponsor

\$10,000

Recognition including Emcee mention and logo on conference website

- One mention in social media and email newsletter bulletins
- Logo prominent on inside back cover of conference printed mini-program
- Complimentary display booth
- 2 complimentary conference registrations
- High-quality digital photos



Bronze Sponsor

\$5,000

Recognition including logo on conference website

- One mention in social media and email newsletter bulletins
- Logo on inside back cover of conference printed mini-program
- 1 complimentary conference registration
- High-quality digital photos



Friend Sponsor

\$2,000

Recognition including logo on conference website

- Logo on inside back cover of conference printed mini-program
- High-quality digital photos



OPPORTUNITY



\$30,000



\$20,000



\$15,000



\$10,000



\$5,000



\$2,000

Digital Recognition as
a Mental Health
Champion (social
media & website)



Complementary
2-Day Event Tickets

8

4

2

2

1

0

Recognition on
Event Signage



Recognition on
Event Marketing and
Communication



Opportunity to provide
organization material
at event – or – host a
display booth (1-Day)



Recognition During
Event Panels &
Workshops



Keynote Speaker
Introduction



To discuss sponsorship opportunities,
contact sponsor@cmha.bc.ca

WHO ARE WE?

The Canadian Mental Health Association (CMHA) is the nation-wide leader and champion for mental health. CMHA facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness. Founded over a century ago, CMHA is a charity that has grown to over 75 branches and provincial divisions, serving communities across Canada.

Our vision is mentally healthy people in a healthy society.



To discuss sponsorship opportunities, contact sponsor@cmha.bc.ca
To discuss workplace initiatives, contact workplaces@cmha.bc.ca



CMHA BC's Workplace Mental Health program offers purposeful and dynamic workshops and products that educate executives, managers, human resource and occupational health and safety personnel, and healthcare professionals on mental health in the workplace. With our help, you and your team will be able to:

- Navigate mental health and well-being in the workplace
- Discuss employee barriers
- Resolve conflicts more effectively
- Develop and implement strategies to align your business with the National Standard on Psychological Health and Safety in the Workplace