



SPONSORSHIP PACKAGE

Presented by:

D.P. Murphy Inc.

Women and Wellness is a unique and popular annual “party with a purpose” designed to give women a night off while increasing awareness of mental health issues and raising funds to support the work of the Canadian Mental Health Association – PEI Division. The event is free to attend and by invitation only.



**Canadian Mental
Health Association**
Prince Edward Island
Mental health for all

DATE
NOVEMBER 3, 2018

EMCEE
KERRI-WYNNE
MACLEOD

GUEST PRESENTERS
DENISE DOIRON,
ASHLEY BELANGER-BIRT
& AL DOUGLAS

GUEST PERFORMER
TARA MACLEAN

HOR D'OERVES
CHEF EMILY WELLS

VENUE
MURCHISON CENTRE
CHARLOTTETOWN

**CANADIAN MENTAL
HEALTH ASSOC.**

178 Fitzroy Street
Charlottetown, PE
C1A 7L9

www.pei.cmha.ca
902-628-3668

THE CAUSE

The Canadian Mental Health Association, PEI Division, is a community-based organization that began its work on Prince Edward Island as a division of CMHA National in 1959. Our mandate is “Mental Health for All”. Our mission is to promote the mental health of all Islanders by enabling individuals, groups and communities to increase their control over, and enhance, their mental health. To carry out this mission, our 150 volunteers and 50+ support staff provide programs and services, education and information, research, advocacy and social policy development designed to help all Islanders improve their mental wellness. We address all aspects of mental health and mental illness. It could be a high school student experiencing unbearable stress, a bereaved woman overwhelmed by her feelings, or a father with mental illness who can't find work.

At CMHA-PEI we believe the foundation of a healthy society begins with a mentally healthy population and that positive mental health can be achieved by all.

We have offices, programming space and housing units in Charlottetown, Summerside and Alberton. All money raised stays on PEI in support of programs and services for Islanders. To learn more about what we do, please visit www.pei.cmha.ca.

THE EVENT

Women and Wellness grew out of one family's loss of a son and brother by suicide and their resulting awareness of how common, yet hidden, mental illnesses continue to be. Again this year, women from across Canada will attend Women and Wellness events raising thousands of dollars in support of the programs and services delivered by their provincial/local CMHA divisions.

This year will mark the 10th year this event will have taken place in PEI to a packed room. Ticket holders will enjoy the quick wit of **master of ceremonies, Kerri-Wynne MacLeod**, heartfelt stories, first-hand accounts and wisdom from **local guest speakers, Denise Doiron, Ashley Belanger-Birt and Al Douglas**, the soulful music of **singer/songwriter Tara MacLean** and delicious creations from **Chef Emily Wells** (The Mill in New Glasgow).

Denise is the mother of Ellen Carragher - the brain behind Skate for Mental Health, an annual fundraiser that's contributed over \$27,000 to date to CMHA-PEI. Denise will be sharing her story of parenting a young person who struggles with their mental health and their family's path to mental wellness. Ashley is the mother of three young children, a member of the CMHA family and a peer support leader for depression, anxiety, PTSD and bipolar disorder. Ashley will be sharing accounts from her personal story with a focus on what it's like to be a mother who struggles with her mental health. Al Douglas is the marketing manager at Murphy Hospitality Group, the host of Al's Burger Bus with proceeds going to CMHA-PEI and an avid photographer among many things. Al will be talking about his mother's struggle with depression.



2017 WOMEN & WELLNESS COMMITTEE



November 3, 2018

Murchison Centre, Charlottetown

Free Event / Invitation Only

To get on the invite list, please contact:

Lori Morris

communications@cmha.pe.ca

902-628-3650



HOW YOU CAN HELP

This event is free to attend, allowing women from all walks of life to participate. Money is raised through donations, event raffles, 50/50, a silent auction and of course sponsorship. Please consider joining presenting sponsor D.P. Murphy.! Tiers and benefits are outlined below.

Benefits	Presenting \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Cheque presentation and photo opportunity for media distribution	🌸			
Opportunity to display signage at event	🌸			
Opportunity to offer welcome remarks	🌸			
Company write up on website	🌸			
Mention in news release	🌸	🌸		
Logo in multimedia presentation	🌸	🌸		
Logo in event program	🌸	🌸	🌸	
Logo in newspaper and social media thank you ad	🌸	🌸	🌸	
Logo on website	🌸	🌸	🌸	🌸
Thank you from the stage	🌸	🌸	🌸	🌸
Mention in multimedia presentation			🌸	🌸
Mention in newspaper & social media thank you ad				🌸
Mention in event program				🌸
Invitations	Eight	Six	Four	Two

You may also choose to make a straight cash donation (receipts available).

CMHA-PEI Charitable Tax Number: 106863590 RR0001

Contact:

Bianca McGregor | Manager, Fund Development | b.mcgregor@cmha.pe.ca | 902-628-3668



**Canadian Mental
Health Association**
Mental health for all



*years of
community*