LEADERS FOR MENTAL HEALTH BREAKFAST

SPONSORSHIP OPPORTUNITIES
THE ROYAL

The Royal is one of Canada’s foremost mental health care, teaching and research hospitals. Our mandate is simple: to help more people living with mental illness and addiction into recovery faster. We combine our specialized mental health care, advocacy, research, and education to transform the lives of people living with complex and treatment-resistant mental illness.

Our Institute of Mental Health Research, affiliated with the University of Ottawa, brings together leading mental health professionals, scientists, and technology to gain a deeper understanding of the brain, and investigate innovative approaches to preventing and treating mental illness.

The Royal Ottawa Foundation for Mental Health raises funds to support the best possible patient care and leading-edge research provided by the Royal Ottawa Mental Health Centre, the Brockville Mental Health Centre, and the uOttawa Institute of Mental Health Research.

As a not-for-profit arms-length fundraising organization governed by a dedicated and skilled volunteer Board of Directors, we:

- Focus on improving the health and lives of those living with mental illness.
- Communicate with our donors openly, honestly and transparently.
- Demonstrate integrity in our financial management and disbursement of donor funds.
At The Royal, we are dedicated to transforming our understanding of mental illness, and using evidence-based discoveries to inform care, improve outcomes, reduce stigma, and drive system and social change.

Mental illness — specifically major depression — is the single greatest cause of workplace disability in our society today. Apart from the financial burden, the human cost is enormous. Normal healthy lives are devastated. Families are torn apart. Lives are lost.

The mental health and wellbeing of our community continues to be impacted by the pandemic and we must address these emerging needs now, more than ever.

As one of the largest providers of mental health care in Canada, The Royal is here to transform the lives of those suffering from mental illness with innovative and effective treatments, and to identify new methodologies for prevention and early detection.
THE BREAKFAST

For the 15 consecutive year, during Mental Illness Awareness Week, the Royal Ottawa Foundation will host our flagship fundraising Breakfast designed to highlight world-class mental health programming and care alongside transformative research at The Royal.

On this special morning, over 1,000 people from across the region will gather in-person at the EY Centre to raise money to support The Royal’s efforts to advance access to mental health care through new and novel treatments and discoveries. You will hear and learn from doctors, scientists, patients and families about the life-changing differences The Royal is making for those in our community and beyond who are struggling with mental illness.

Date: Tuesday, October 4, 2022
Location: EY Centre (4899 Uplands Dr., Ottawa, ON K1V 2N6)
Audience: Approx. 900 influential guests across all business sectors
Schedule: 7:30 a.m. Registration opens, pre-event networking
8 a.m. In-person program hosted by Ian Mendes, journalist
   Family style breakfast
9 a.m. Post-event networking
YOU + THE ROYAL

One in four Canadians are experiencing a mental illness or substance use disorder issue right now. You know someone; we all do.

On October 4, hundreds of community and business leaders will unite to raise awareness and funds for The Royal at our 15 Annual Leaders for Mental Health Breakfast. As a former supporter of our Inspiration Awards Gala we invite you to engage with us and our loyal and influential patrons as a Leader in Hope at this memorable and impactful fundraiser.

A partnership with The Royal will position you as a corporate and community leader in the mental health and wellness space in Ottawa and demonstrate to your clients and employees your commitment to improving access to quality mental health care in our region for anyone who may need it.

Your support will help us:
- Improve access to urgent and critical care, right here, right now.
- Offer hope and possibility through innovative treatments, better diagnostics, and more personalized care.
- Grow the next generation of mental health leaders.
- Provide comfort, a dignifying experience and opportunities for meaningful recovery.
OPPORTUNITIES

VISIONARY

1 AVAILABLE
Confirmed: TechInsights

$50,000

INCLUDES, BUT NOT LIMITED TO:

- Organization Name or Logo embedded in event header
- Recognition in outbound marketing/promotional materials, media advisories, media releases and email series
- Speaking opportunity for organization representative in live event program
- Acknowledgment in President's/Emcee remarks
- Recognition on appropriate day-of signage and related collaterals (print and digital)
- Full Page Ad in Ottawa Business Journal printed supplement
- Tagged social media post(s) by The Foundation & The Royal
- Recognition in The Royal’s annual report
- Invitations for two (2) tables of eight (8) to attend the 2022 Leaders for Mental Health Breakfast on October 4 @ EY Centre
- ++ (See Appendices for full listing of benefits)
OPPORTUNITIES

CHAMPION  2 OF 3 AVAILABLE
Confirmed: CIBC

$15,000

INCLUDES, BUT NOT LIMITED TO:

- Exclusive recognition in one (1) of three (3) lived experience videos presented at event, and available on-demand on the Royal Ottawa Foundation Youtube channel, The Royal Talks
- Acknowledgment in President's/Emcee remarks at Breakfast
- 1/2 page ad in Ottawa Business Journal printed supplement
- Tagged social media post(s) by The Foundation & The Royal
- Recognition on the Leaders for Mental Health Breakfast microsite (leadersformenthalhealth.com)
- Recognition in post-event article on theroyal.ca
- Recognition on appropriate day-of signage and related collaterals (print and digital)
- Invitation for eight (8) to attend the 2022 Leaders for Mental Health Breakfast on October 4 @ EY Centre
- ++ (See Appendices for full listing of benefits and impressions)
OPPORTUNITIES

PARTNER  10 AVAILABLE

$7,500

INCLUDES, BUT NOT LIMITED TO:

- Invitation for eight (8) to attend the 2022 Leaders for Mental Health Breakfast on October 4 @ EY Centre
- Priority check-in for guests and preferred seating location at Breakfast
- Sponsored table signage
- Recognition on appropriate day-of signage and related collaterals (print and digital)
- Tagged social media post(s) by The Foundation & The Royal
- Recognition on the Leaders for Mental Health Breakfast microsite (leadersformentalhealth.com)
- Recognition in post-event article on theroyal.ca
- Recognition in The Royal's annual report, commensurate with cumulative giving
- ++ (See Appendices for full listing of benefits)
Hope starts when we make mental health just as important as physical health. Hope becomes possible when we work together giving our time, talent, knowledge, and resources to make a difference.

Let us customize a sponsorship package that meets your needs and objectives. Please connect with Chris or Ann today for more information.

Ann Symington | V.P., Philanthropy & Partnerships  
ann.symington@theroyal.ca  
613.722.6521 x 6874

Jamie Inrig | Director, Principal Giving  
jamie.inrig@theroyal.ca  
613.818.6154
# Sponsorship Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Visionary ($50,000)</th>
<th>Champion ($15,000)</th>
<th>Partner ($7,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization name or logo embedded in event collateral</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in outbound marketing/promotional materials and email series</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Speaking opportunity for organization representative at Breakfast</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to activate organization brand with event participants</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recognition in two editions of The Royal's e-newsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recognition in donor acknowledgment letter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive recognition in one of three lived experience videos presented at event, available on-demand on The Royal's and the Royal Ottawa Foundation's YouTube channel</td>
<td>✓</td>
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</tr>
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<td>Mention in pre-event media advisory and post-event media release</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Post-event fulfillment report provided 60 days after the event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Ad space in Ottawa Business Journal printed supplement</td>
<td>Full page</td>
<td>1/2 page</td>
<td>1/4 page</td>
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<td>✓</td>
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</tr>
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<td>Invitations to attend the 2022 Leaders for Mental Health Breakfast on October 4</td>
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- **Business receipt (if desired)**

Let us customize the benefits of sponsorship to meet your philanthropic or brand needs and objectives. **Contact us at events@theroyal.ca or 613-722-6521 x 6707**

*Your support will help transform people’s lives.*

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**Ottawa Business Journal supplement**
Distributed to over 18,000 readers and shared with over 17,500 social media followers.

**The Breakfast Event**
Approximately 900 guests attend in-person, with average to above-average net worth across all business sectors.

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**The Foundation’s social media channels**
Instagram: 1,435 followers; Twitter: 1,305 followers; LinkedIn: 1,348 followers; Facebook: 1,435 followers.

**The Royal’s social media channels**
Instagram: 1,779 followers; Twitter: 12,600 followers; LinkedIn: 7,900 followers; Facebook: 5,300 followers.

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**www.theroyal.ca**
On average, 4,000 people visit The Royal’s website every day.

**leadersformentalhealth.com**
Active for six months (May-November), event microsite used for all captain/guest registrations & all donations (500+ unique visitors)

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**YouTube**
6,078 subscribers

**E-Newsletter**
The Royal’s e-newsletter is distributed to 5,351 contacts.
OTTAWA BUSINESS JOURNAL

Exclusive 12-page printed supplement distributed on October 4, 2022.

- Champion half-page (1/2) full colour ad: 9.67" w x 5" h
- Partner quarter-page (1/4) full colour ad: 4.83" w x 5" h

The Ottawa Business Journal – a trusted newspaper outlet – has a targeted readership of regional business leaders and community influencers, and a robust online presence.

**OBJ’s AUDIENCE**

**AUDIENCE AGE DEMOGRAPHIC**

- **29%** 25-34 Years
- **25%** 35-44 Years
- **21%** 45-54 Years
- **12%** 55-64 Years

**AUDIENCE COMPANY PROFILE**

- **39%** Lead companies with $3M+ in annual revenue (26% companies more than $10 million in revenue)
- **80%** Have fewer than 25 employees

Reflecting Ottawa’s business scene, OBJ speaks to small- to middle-sized companies

**AUDIENCE BY SECTOR**

- **1 TECHNOLOGY**
- **2 PROFESSIONAL SERVICES**
- **3 REAL ESTATE**
- **4 FINANCIAL SERVICES**
- **5 PUBLIC SECTOR**

**OBJ’S AUDIENCE BY THE NUMBERS**

**NEWSMAGAZINE + DIGITAL EDITION**

- **10,000** Printed newsmagazines quarterly
- **18,000** Readers (average of 1.5 readers per copy)
- **20,000+** Businesses reached by Canada Post every four issues
- **5,000** Readers of the digital edition newsmagazine

**OBJ’S COMMUNITY**

**OUR UNPARALLELED AUDIENCE**

- **39%** Owners, CEOs, presidents
- **55%** Professionals, executives, and managers
- **75%** Make business purchases under $50K
- **27%** Make business purchases over $500K
- **39%** Household incomes above $150K

About 75% of OBJ’s audience does not regularly consume other traditional local news media. OBJ’s audience is largely unique and unpredicated by local TV, local radio, and local newspapers.

Artwork deadline: August 12