



Champions of Change

Annual Awards Gala

2023
SPONSORSHIP
GUIDE

Champions of Change

2023 Awards Gala

The BTB Champions of Change Awards Gala is to acknowledge and celebrate police service members and community partners who are championing the advancement of mental health and well-being initiatives within their respective Police Service.

Canada BTB strives to bring awareness to the struggles that are faced by our members and their families. This inaugural gala is an extension of the Canada BTB Memorial which remembers officers who have died by suicide. Community heals and with this memorial it is our hope that we honour the fallen and let the healing take place.

So many of our police service members suffer in silence, isolated from the world, feeling helpless, and their families suffer with them. As a national organization, Canada Beyond the Blue and its chapters, have the opportunity to make a difference for Canadian police families across our country and continue to honour our mission of strengthening and supporting police families.

We hope that your organization finds value in our mission and joins us in celebrating these Champions of Change whose perseverance and advocacy embolden the advancement of initiatives that directly support ending the stigma around mental health issues in their workplace.

gala@canadabeyondtheblue.com

647.298.0636

Be a Champion of Change



Silver Package ~\$5,000

- 1 table
- Logo placement on all campaign materials
- Half page in the gala program for advertising or message

Gold Package ~\$10,000

- 1 table with priority placement
- Logo placement on all campaign materials
- Half page in the gala program for advertising or message
- Opportunity to present one award at the gala

Diamond Package ~\$15,000

- 2 tables with priority placement
- Logo placement on all campaign materials and during the evening's visuals
- Full page in the gala program for advertising or message
- Opportunity to present one award at the gala
- Opportunity to speak at the gala

*Table seats ten people

Award Sponsorship

Darius Garda Legacy Award

Recognizes a person who is within the Blue Family who is sharing their story of struggle and perseverance.

- 5,000
- Logo on marketing material
- 1 table (10 seats)
- Opportunity to present award

Leadership Award

Recognizes Police Service members who serve in a leadership role and are committed to making change within the organization.

Agent of Change Award

Recognizes Police Service members who actively strive to normalize the conversations around mental health and to remove the stigma in the workplace.

Association Advocacy Award

Recognizes Police Service Association members who are working to provide their membership with advocacy, resources, support, and champions mental health.

Community Partner Award

Recognizes a community partner dedicated to helping the Police Service or their family members attain the help they need.



BTB Member attending Couples Peer Support Program



Canadian police officers are disproportionately affected by mental illness. A substantial number of municipal/provincial police (36.7%) and Royal Canadian Mounted Police (RCMP) (50.2%) report current symptoms of mental illness compared to the general population (~10%).

2023 Sponsorship Opportunities

\$1500

Cocktail hour

- Logo on marketing material
- 2 tickets to gala

\$1,200

Photo Booth

- Logo on marketing material
- 2 tickets to gala

\$1,000

Decor

- Logo on marketing material
- 2 tickets to gala

\$1500

Police Table

- Logo on marketing material
- 2 tickets to gala
- 6 tickets gifted to police members on your behalf

\$2,000

Audio & Visual

- Logo on marketing material
- 2 tickets to gala

\$1500

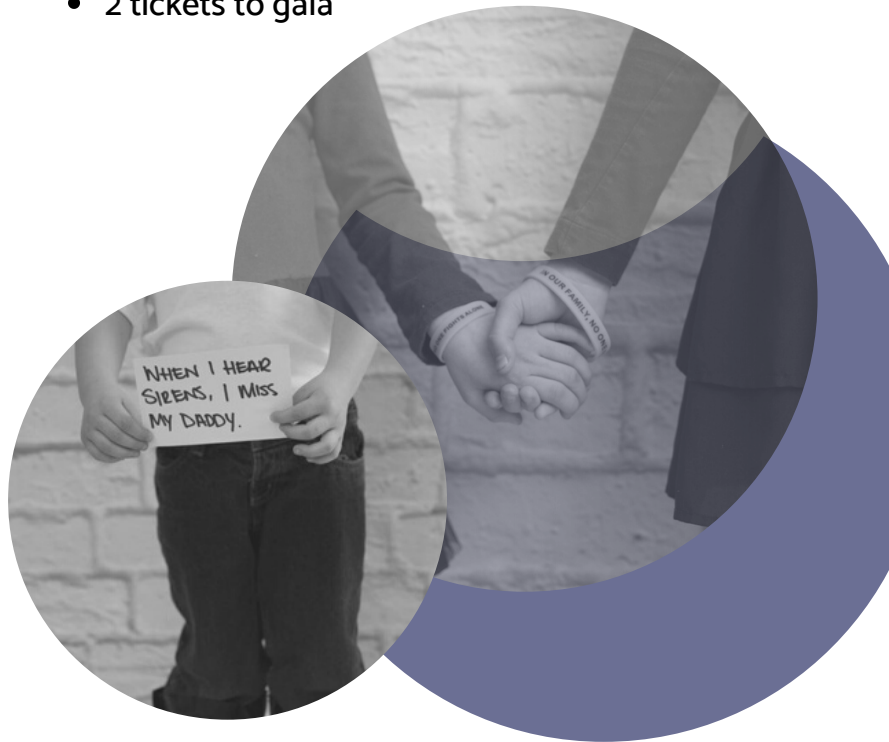
Awards' Program

- Logo on marketing material
- 2 tickets to gala

\$2,000

Post Awards Reception

- Logo on marketing material
- 2 tickets to gala



I was skeptical at first. But after the Hold Me Tight retreat, I can honestly say BTB has saved my marriage, my family, and everything that I value. I am forever grateful and a believer.

Couples Therapy Retreat participant