



SPONSORSHIP OPPORTUNITY

BOW VALLEY MENTAL HEALTH AND ADDICTION WEEK

You're invited to show what community leadership truly means by standing behind the causes that strengthen and support people living and working in the Bow Valley. This spring, you have the opportunity to make a tangible, lasting difference through your support of Bow Valley Mental Health and Addiction Week, May 3-8, 2026.

As a sponsor, your business or organization will help create impact where it matters most by inspiring and empowering local organizations, volunteers, and mental health advocates through event programming. Help build a stronger, more compassionate Bow Valley, where everyone feels welcome, supported, connected, and valued.

 info@bvmhw.ca

 bvmhaw.ca

 [@mentalhealthaddictionweek](https://www.facebook.com/mentalhealthaddictionweek)

 [@bowvalleymentalhealthweek](https://www.instagram.com/bowvalleymentalhealthweek)



BOW VALLEY MENTAL HEALTH AND ADDICTION WEEK

MAY 3-8, 2026

Bringing together communities from across the Bow Valley in a shared commitment to mental health and well-being, Bow Valley Mental Health and Addiction Week is taking place May 3–8, 2026.

This year marks an exciting expansion of the initiative, uniting all Bow Valley communities in a collaborative effort to raise awareness, reduce stigma, and strengthen access to support. As the event grows, so too does the need for financial contributions and in-kind partnerships to support the dedicated volunteers and passionate community leaders who make this week possible.

Mental Health and Addiction Week sends a powerful message: that our communities and local businesses care, that supports exist across the full spectrum of need — from prevention and early intervention to moderate and acute services — and that hope, connection, and recovery are within reach for everyone.

We invite individuals and businesses to join us in this meaningful work. The following outlines a range of sponsorship opportunities designed to align with varying levels of support and community impact.

OUR AUDIENCE

The Bow Valley is home to a vibrant and diverse mix of people all connected by a love for mountain life.

Our communities include everyone: young adults beginning new careers in the hospitality and tourism industries, families balancing work and life in a fast-paced region, and seasoned professionals and managers carrying the responsibility of supporting the well-being of their teams.

We also serve long-time residents and newcomers alike, each navigating their own journey toward connection, balance, and resilience.

Bow Valley Mental Health and Addiction Week is for all of us because mental wellness is a shared responsibility, and every voice, story, and experience helps build stronger and more compassionate communities.



Population 30,000+



Core demographic is working-age adults (25–44) employed in tourism, hospitality, construction, and professional services



Seniors 65+ form a meaningful and growing segment



65% born in Canada and 33% outside Canada. (immigrant & temporary foreign workers)



BVMHAW TEAM



Amanda Arbuckle BA, Volunteer Chair

Amanda brings more than two decades of experience across the non-profit, public, and private sectors, with a background spanning program delivery, research, strategic planning, and leadership. With a degree in management and certifications in project management and leadership, she is well-equipped to support BVMHAW's ongoing growth.



Jessica Hsieh MSc, BSc, Program Coordinator

Jessica is a dedicated mental health and learning professional with experience across crisis support, youth mentorship, and organizational well-being. She has volunteered with the Calgary Distress Centre as a Crisis Line Volunteer and with Alberta Health Services as a Forensic Youth Mentor.



Moselle Dibdin MSc, BA, Digital Media Coordinator

A champion of ethical, values-driven marketing, Moselle brings nearly 30 years of experience helping organizations and values-driven businesses clarify and strengthen their marketing strategies.



EVENT SPONSORSHIP

We continue to be grateful year after year for the amazing commitment of grassroots initiatives led by volunteers to support our community's mental health and addiction.

Your donation helps ensure that there is funding for expert speakers, facilitators, coordinators, and operational needs such as facility rentals, insurance, videography, etc.

Sponsorship per program (based on proposed program capacity)

● **GOLD SPONSOR**
\$1,500

● **SILVER SPONSOR**
\$1,000

● **BRONZE SPONSOR**
\$500

AMBASSADOR & PEER MENTOR SPONSORSHIP

Sponsor to help support dedicated Ambassadors and Peer Mentors — individuals who are essential to the success of Bow Valley Mental Health and Addiction Week.

These committed community members generously give their time, stepping away from their professional and personal responsibilities to participate in comprehensive training led by qualified facilitators. Through this training, they gain the skills, confidence, and practical tools needed to share their lived experiences and to provide compassionate, informed support to individuals before, during, and after Mental Health Week sessions.

Sponsorship of this program directly invests in building local capacity for mental health support. It ensures our Ambassadors and Peer Mentors are well-equipped to respond with empathy, communicate effectively, and connect community members to appropriate resources when they need them most.

The impact of this training extends far beyond a single week. The communication and empathy skills developed through this program create lasting ripple effects across our community — strengthening connections, reducing stigma, and improving access to support for years to come.

Your partnership would play a meaningful role in fostering a more resilient, informed, and compassionate Bow Valley community.

- **AMBASSADOR & PEER MENTOR SPONSORSHIP**

\$1,500 (MINIMUM INVESTMENT)





OTHER SPONSORSHIP OPPORTUNITIES

In-Kind Professional Services

Bow Valley Mental Health Week requires professional services in the areas of videography, photography and graphic design.

If you are interested in providing some of these services at reduced rates or in-kind, please e-mail info@bvmhaw.ca.

SPONSORSHIP RECOGNITION

Sponsors will be recognized for their generous financial commitment through a variety of print and digital channels, including but not limited to:

- Prominent logo placement in the footer of www.bvmhaw.ca throughout 2026
- Recognition by sponsorship level on the website's Donors & Sponsors page
- Verbal acknowledgment of Bronze, Silver, and Gold program sponsors at the commencement of their respective programs
- Logo inclusion on both print and digital versions of the event calendar
- Logo placement in newspaper promotions, including a post-event thank-you advertisement
- Recognition of Ambassador and Peer Mentor sponsors in video recordings used for future promotional initiatives
- Featured recognition through social media posts leading up to, during, and following the event week



info@bvmha.ca



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BY THE NUMBERS



55 programs were offered in 2025,
reaching approximately 1,500 residents



66 partners across healthcare, education, municipal,
nonprofit, and tourism sectors in 2025



400 posters distributed across the region



18,000+ website page views in 2025



400+ followers



200 followers



Social media 60,000+ post impressions