



# MOMENTUM

MENTAL HEALTH AWARDS



## SPONSORSHIP PACKAGE


Thursday, October 6, 2022  
11:30-3:00 pm  
Fantasyland Hotel  
Edmonton, AB



# MOMENTUM WALK-IN COUNSELLING: OUR STORY

Momentum Walk-in Counselling is a non-profit, registered charity operating since 2012. We exist to break down barriers people face when accessing support for their mental health, such as long wait lists and financial strain.

We operate on a sliding fee scale for individual, couples and family counselling, ranging from \$35-\$200 depending on the client's stated household income and benefit status. Our drop-in support groups are many and diverse, offered free of charge, thanks to our funders and donors.



A little about who we serve: we are proud to serve a diverse clientele who benefit from solution focused therapy. Some clients access our services due to lengthy wait lists in the traditional mental health sector, some due to financial constraints. The average fee our clients paid in 2021 was \$58 per session, while the market rate to see a mental health professional in private practice in Alberta is \$200. The Covid-19 pandemic has increased the need for accessible, affordable counselling significantly. In the first year of the pandemic, we saw a 21% increase in clients. Currently, over 90 percent of our clients report the impacts of the pandemic as a key presenting issue causing them to reach out and seek help. 62 percent of our clients have a monthly income of \$2000 or less and for 45 percent of clients, we are their first counselling experience.

A little about our team: our clinicians are dedicated to our cause, mostly volunteering their time and skills while they work in private practice or are continuing their education. All of our clinical team members have a minimum graduate level of education and are registered mental health professionals (psychologists, clinical social workers, Canadian certified counsellors) and have multiple years of experience. We couldn't do what we do without their generosity. Our counsellors allow us to provide immediate support, guidance and resources to the individuals and groups who need them, when they need them most.

# THE MOMENTUM MENTAL HEALTH AWARDS LUNCHEON

In 2018, co-founder and Executive Director Kim Knull, along with the support of the Momentum Board of Directors, organized Edmonton's largest celebration of the mental health community with the Momentum Mental Health Awards (MMHAs). Recognizing the individuals and organizations who have championed mental health and made a lasting impact in our community, including work to diminish the stigma surrounding mental health, this unique gathering provides the opportunity to reflect on our nominees' collective efforts. We were unable to hold the MMHAs during the pandemic, significantly impacting our fundraising abilities while serving record numbers of clients. This year's MMHAs will include nominations for innovation in mental health service delivery during the pandemic, as well as inclusion, diversity, equity and accessibility in mental health service provision.

The 2022 MMHAs entails a lunch reception and awards ceremony, including a distinguished keynote speaker, Dr. Jody Carrington and a silent auction, at The Fantasyland Hotel in Edmonton, on Thursday, October 6, 2022. These awards recognize mental health leaders in various categories including media, workplace, elected officials and young leaders.

# KEEPING THE MOMENTUM

In 2018, the inaugural Momentum Mental Health Awards saw community members and leaders come together to create something never before seen in this city. After two long years, we are ready to bring back the MMHAs, better than ever!

**Highlights of the luncheon, and benefits for sponsors, include:**

- **Extensive** pre-event local media coverage
- **Award** sponsors
- **350 guests**, including dignitaries such as city councillors, MLAs and local influencers
- **Dozens** of mental health champion applicants
- **Thousands raised** for Momentum Walk-In Counselling to continue our unique programming.
- Keynote speaker Dr. Jody Carrington

Previous Sponsors Include:



## WHY SPONSOR?

- Your support will advance Momentum's mission to provide essential counselling sessions, groups and resources ensuring no one is left behind.
- By contributing to the Momentum Mental Health Awards, you will support a platform for several mental health initiatives, providing much needed awareness and support.
- As a sponsor, you will be recognized as a leader with a direct interest in supporting mental health and wellness initiatives for the community.
- While attending the luncheon, you will have the opportunity to connect with some of Edmonton's best and brightest influencer's and decision-makers.





## SPONSORSHIP OPPORTUNITIES

	SUPPORT (\$1,500)	ENRICH (\$2,000)	EMPOWER (\$5,000)
Speaking opportunity			✓
Exclusive table			✓
Award naming opportunity		✓	✓
Presentation of award		✓	✓
10 Tickets		✓	✓
Logo on promotional material (website, programs, etc.)	✓	✓	✓
Ad in event program	✓	✓	✓
Mention in press release	✓	✓	✓
Mentions on social channels	✓	✓	✓
Meet and greet with Dr. Jody Carrington	✓	✓	✓

To learn more about our Keynote Speaker: <https://talentbureau.com/speaker/jody-carrington/>

Please note that these levels are flexible and we are more than happy to discuss any modifications to meet your specific needs.

In-kind sponsorships are also available.



## IN-KIND SPONSORSHIP OPPORTUNITIES

1. Audio Visual Sponsorship
2. Print Sponsorship
3. Decor Sponsorship
4. Champagne Sponsorship:
  - Supplementing the cost for beverages provided at awards luncheon
5. Lunch Sponsorship
6. Gift Sponsorship:
  - Supplementing the cost of providing gifts (or “swag”) to attendees

## IN-KIND SPONSORSHIP BENEFITS

- Brand/organization recognition on promotional materials (website, event programs, press releases and social channels)
- Advertisement featured in event program
- Brand/organization mentions in press releases and social channels



## CONTACT INFORMATION

We are excited to partner with you to grow the MMHAs!

Recognizing the mental health community creates a remarkable experience for leaders to connect, celebrate and reflect on their efforts. Let's work together to increase supports and resources for mental health and wellness in our community.

For questions regarding sponsorship opportunities, email us at:  
**[Angela.Ross@walkinedmonton.org](mailto:Angela.Ross@walkinedmonton.org)**.

**#MMHA2022**