

SPONSORSHIP OPPORTUNITIES



Minds Over Mountains Cycle Tour for CASA's Kids

June 17 - June 24, 2023



casamentalhealth.org/cycle

PRESENTED BY:

CONCRETE
hair. body. ink
Blonde





A New Vision for Mental Health Service

CASA Mental Health is an established non-profit organization delivering holistic, culturally-safe wrap-around mental health services to Albertans aged three to 18 and their families. CASA Mental Health provides service to the missing middle – treatment for children and youth with mental illness that cannot be addressed through prevention and promotion or in primary and community care, but should not require an acute stay in hospital.

CASA's team of mental health professionals are trauma experts committed to delivering service in collaboration with community partners. This includes assessment and treatment for up to 4,000 children, youth and their families each year, from community outreach settings to intensive treatment programs.

CASA Mental Health is embarking on a new five-year roadmap to be leaders in child-centred, family-inclusive mental health services, with a focus on programming efficacy, relevance and financial health. We're leveling up to provide twice as many kids with service over the next few years – services they need now more than ever.

How is CASA leveling up its services for kids and families?

- Expanding services in our own footprints and moving to evening, weekend and summer programming;
- Enhancing online services;
- Going to where kids are, by working with community partners to find spaces in their facilities and organizations to provide service.

Our Vision

A community where all children, youth and their families are provided with timely mental health care and empowered to thrive.

Our Mission

To build resilience through holistic, evidence-informed and compassionate care, and to advocate for children, youth and families with mental illness.

Our Values

- Community
- Child-centred and family-inclusive care
- Collaboration
- Equity, diversity and inclusion
- Outcome-based accountability

Sponsorship Opportunities

Sponsorship for the Minds Over Mountains Cycle Tour for CASA's Kids will be personalized to match your business, corporation or individual objectives. Other benefits could be discussed and negotiated. We would be happy to work with you to ensure the best fit for your brand!

Title Sponsor **\$50,000**

Receive maximum exposure and have an opportunity to ride along with the tour as the title sponsor of the Minds Over Mountains Cycle Tour for CASA's Kids!

- Company name/logo included on jersey with primary placement as the title sponsor
- Company name/logo included on promotional materials to be displayed at key CASA events and media events
- Company name/logo on all event and route materials
- Company name/logo placement on route signage (to be displayed during each leg of the tour)
- Two representatives can attend the cycle tour as a participant
 - One official framed tour jersey
 - Ten tickets to attend the wrap-up party in Fall 2023, including additional recognition and signage throughout the event

Receive extensive exposure and have an opportunity to ride along with the tours as a presenting sponsor of the Minds Over Mountains Cycle Tour for CASA's Kids!

- Company name/logo included on jersey with secondary placement as the presenting sponsor
- Company name/logo included on promotional materials to be displayed at key CASA events and media events
- Company name/logo on all event and route materials
- Company name/logo placement on route signage (to be displayed during each leg of the tour)
- One representative can attend the cycle tour as a participant
 - One official framed tour jersey
 - Eight tickets to attend the wrap-up party in Fall 2023, including additional recognition and signage throughout the event

Carbon Presenting Sponsor

\$25,000
(sold)

CONCRETE BLONDE /
JDK HEATING & COOLING

Iron Sponsor

\$15,000
(sold)

KARJOHN DRYWALL

**Help
outfit our cyclists
with jerseys that increase
their performance and spread the
word about CASA!**

- Company name/logo included on jersey as the jersey sponsor
- Company name/logo placement on route signage (to be displayed during each leg of the tour)
- Company name recognition as a sponsor on the CASA Centre Cycle Tour wall for 2023 ride
- One official tour jersey
- Six tickets to attend the wrap-up party in Fall 2023, including additional recognition and signage throughout the event

**There's
a lot that goes
into the logistics, safety and
planning of trips like this.
Be a part of this spectacular ride by
helping our cyclists and support teams on
and off the road.**

- Company name/logo included on jersey
- Company name/logo placement on route signage (to be displayed during each leg of the tour)
- Company name recognition as a sponsor on the CASA Centre Cycle Tour wall for 2023 ride
- One official tour jersey
- Four tickets to attend the wrap-up party in Fall 2023, including additional recognition and signage throughout the event

Titanium Sponsor

\$10,000 - 2 Available
(1 sold)

FLAMAN FITNESS

**Be a
part of this epic
bike ride by sponsoring one
of the stages of the tour.**

- Company name/logo placement on route signage (to be displayed during each leg of the tour)
- Company name recognition as a sponsor on the CASA Centre Cycle Tour wall for 2023 ride
- One official tour jersey
- Two tickets to attend the wrap-up party in Fall 2023, including additional recognition and signage throughout the event

Aluminum Sponsor

\$5,000

Much nutrition is needed to complete the difficult and rewarding task ahead. Help keep our teams fed so they can power through each day.

- Company name recognition as a sponsor on the CASA Centre Cycle Tour wall for 2023 ride
- Two tickets to attend the wrap-up party in Fall 2023, including additional recognition and signage throughout the event

Steel Sponsor

\$2,500

In addition, all Cycle Tour Sponsors will receive:

- Verbal thanks at the CASA Cycle Tour wrap-up party
- Company name/logo included in all event media announcements and online including: CASA Cycle Tour e-newsletter and website as well as CASA social media.

In-Kind Sponsorship

If you are interested in providing an in-kind donation, please contact us.

Items such as:

- Daily nutrition items
 - Protein bars
 - Bike supplies
 - Print materials
 - Cyclist prizes
- Accommodations
- Transportation
 - Water

Sponsorship Contact:

Ashley Cruz
Philanthropy Officer, Events
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casamentalehealth.org