



## SPONSORSHIP PACKAGE

Presented by:

*D.P. Murphy Inc.*

Women and Wellness is a unique and popular annual “party with a purpose” designed to give women a night off while increasing awareness of mental health issues and raising funds to support the work of the Canadian Mental Health Association – PEI Division. The event is free to attend and by invitation only.



**Canadian Mental Health Association**  
**Prince Edward Island**  
*Mental health for all*

DATE  
NOVEMBER 2, 2019

EMCEE  
KERRI-WYNNE  
MACLEOD

GUEST PRESENTER &  
PERFORMER  
ALICIA TONER

HOR D'OERVES  
CHEF EMILY WELLS

VENUE  
MURCHISON CENTRE  
CHARLOTTETOWN

**CANADIAN MENTAL  
HEALTH ASSOC.**

178 Fitzroy Street  
Charlottetown, PE  
C1A 7L9

[www.pei.cmha.ca](http://www.pei.cmha.ca)  
902-628-3668

# THE CAUSE

The Canadian Mental Health Association, PEI Division, is a community-based organization that began its work on Prince Edward Island as a division of CMHA National in 1959. Our mandate is “Mental Health for All”. Our mission is to promote the mental health of all Islanders by enabling individuals, groups and communities to increase their control over, and enhance, their mental health.

To carry out this mission, our 150 volunteers and 50+ support staff provide programs and services, education and information, research, advocacy and social policy development designed to help all Islanders improve their mental wellness. We address all aspects of mental health and mental illness. It could be a high school student experiencing unbearable stress, a bereaved woman overwhelmed by her feelings, or a father with mental illness who can't find work.

At CMHA-PEI we believe the foundation of a healthy society begins with a mentally healthy population and that positive mental health can be achieved by all.

We have offices, programming space and housing units in Charlottetown, Summerside, Alberton and Montague. All money raised stays on PEI in support of programs and services for Islanders. To learn more about what we do, please visit [www.pei.cmha.ca](http://www.pei.cmha.ca)

# THE EVENT

Women and Wellness grew out of one family's loss of a son and brother by suicide and their resulting awareness of how common, yet hidden, mental illnesses continue to be. Again this year, women from across Canada will attend Women and Wellness events raising thousands of dollars in support of the programs and services delivered by their provincial/local CMHA divisions.

This year will mark the 11<sup>th</sup> year this event will have taken place in PEI to a packed room. Ticket holders will enjoy the quick wit of **master of ceremonies, Kerri-Wynne MacLeod**, personal stories and a heartfelt performance by **Island musician and songwriter, Alicia Toner** and delicious creations from **Chef Emily Wells** (The Mill in New Glasgow). Please visit [www.womenandwellnesspei.com](http://www.womenandwellnesspei.com) for more information.



A child of the East Coast, Alicia Toner writes songs that tell the truth. Her Americana blend of folk, pop and country-rock offers a unique melody-driven sound built around her eloquently emotive voice.

Alicia's debut album “I Learned the Hard Way” made waves with its earnest, heartfelt songwriting and earned her Music PEI's SOCAN Songwriter of the Year Award as well as numerous other nominations and critical acclaim.



## 2018 WOMEN & WELLNESS COMMITTEE

**November 2, 2019**

Murchison Centre, Charlottetown

Free Event / Invitation Only

To get on the invite list, please contact:

Lori Morris

[communications@cmha.pe.ca](mailto:communications@cmha.pe.ca)

902-628-3650



# HOW YOU CAN HELP

This event is free to attend, allowing women from all walks of life to participate. Money is raised through donations, event raffles, 50/50, a silent auction and of course sponsorship. Please consider joining presenting sponsor D.P. Murphy! Tiers and benefits are outlined below.

Benefits	Presenting \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Cheque presentation and photo opportunity for media distribution	🌸			
Opportunity to display signage at event	🌸			
Opportunity to offer welcome remarks	🌸			
Company write up on website	🌸			
Mention in news release	🌸	🌸		
Logo in multimedia presentation	🌸	🌸		
Logo in event program	🌸	🌸	🌸	
Logo in newspaper and social media thank you ad	🌸	🌸	🌸	
Logo on website	🌸	🌸	🌸	🌸
Thank you from the stage	🌸	🌸	🌸	🌸
Mention in multimedia presentation			🌸	🌸
Mention in newspaper & social media thank you ad				🌸
Mention in event program				🌸
Invitations	<b>Eight</b>	<b>Six</b>	<b>Four</b>	<b>Two</b>

You may also choose to make a straight cash donation (receipts available).

CMHA-PEI Charitable Tax Number: 106863590 RR0001

**Contact:**

Bianca McGregor | Manager, Fund Development | [b.mcgregor@cmha.pe.ca](mailto:b.mcgregor@cmha.pe.ca) | 902-628-3668



**Canadian Mental Health Association**  
*Mental health for all*



*years of community*