

Moo Let's Talk



March 24, 2023

11-7 PM

COWS Creamery
Location 12 Milky
Way & Queen Street
Location



2023 SPONSORSHIP PACKAGE

Help us get the word out!

Let's talk until the Cows come home

THE EVENT

No person or workplace is immune to the effects of mental health issues. COWS Inc. and the people that work there are no exception. The loss of a former team member to suicide inspired family, friends, and co-workers to raise awareness and funds for suicide prevention efforts in their community. From that collaboration, and through the organization's pension for parody, Moo Let's Talk was created. It's been a wonderful success raising just over \$146,000 to date.

On March 24th COWS is hosting its sixth annual Moo Let's Talk! On that day 100% of the proceeds from ice cream cones sold at the COWS Creamery and Queen Street locations will go to the Canadian Mental Health Association, PEI Division.

This year, we are so excited to be back IN-STORES for the event! COWS will host at both their Creamery location at 12 Milky Way, Charlottetown, and their Queen Street location in downtown Charlottetown. All 32 Moo-valous flavours of COWS ice cream will be available, and you can get yours in a cup or in an ice cream cone. CMHA PEI staff will be present in stores to promote awareness of our programs and services and, more importantly, to help provide a safe space to "Talk until the COWS come home!"

Promotional efforts will start on March 6th over social media, with video content featuring Patrick Ledwell and a radio campaign starting closer to the event date. During the event, there will be Facebook live updates and a live remote with Hot 105.5 reminding people to come on down and grab an ice cream cone in support of CMHA.

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 80+ support staff provide programs and services, education and information, research, advocacy and social policy development designed to help all Islanders improve their mental wellness. Please visit pei.cmha.ca to learn more about our programs and services.

SPONSORSHIP & SUPPORT OPPORTUNITIES

Mental health programs and services have seen an increase in demand over the past 3 years, and COWS continues stepping up in a major way to support community-level mental health programs and services at a time when it's really needed.

We're asking community members, businesses, and organizations to support our promotional efforts for the day. COWS will provide all the ice cream cones we can sell, so we really need to make sure everyone knows about Moo Let's Talk and how to participate.

SPONSORSHIPS OPPORTUNITIES



\$1000 Sponsor

- Photo Opportunity (Social Media & The Guardian)
- Large Sized Logo on Event Signage
- Opportunity for representative to become a "Celebrity Scooper" during the event
- Featured Logo on Web Page Banner (With Link to own Website)
- Opportunity to present on-site
- Opportunity to display banner during the event
- Large Sized Logo on Corporate Thank you/Follow up Posts
- Recognition on Social Media



\$500 Sponsor

- Photo Opportunity (Social Media)
- Opportunity to present on-site
- Logo on Event Signage
- Logo on Corporate Thank you/Follow up Posts
- Recognition on Social Media

DONATIONS

Corporate and personal donations to help us reach our goal will be accepted in person on March 24th from 11 am - 7 pm at both COWS locations or by mail c/o CMHA PEI 178 Fitzroy Street P.O. Box 785 Charlottetown, PE C1A 7L9. Tax receipts available for all donations over \$10.00.

SPREAD THE WORD

We're asking people to spread the word through their social media streams. Follow CMHA PEI and COWS on Facebook, Twitter, Instagram and LinkedIn.

For any and all inquiries, please contact Brian Tremblett, Fund Development Coordinator, CMHA- PEI: b.tremblett@cmha.pe.ca or by calling 902-628-3668 or 709-424-7901 c



Thank you to our 2022 community partners!!

Moo
Let's Talk

Community Partners

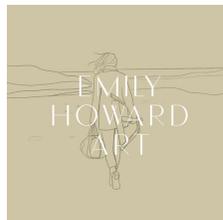


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Thank you for helping us continue the conversation



Canadian Mental Health Association
Prince Edward Island
Mental health for all

Association canadienne pour la santé mentale
Île-du-Prince-Édouard
La santé mentale pour tous