

TORONTO
Beyond 
THE BLUE



THE
HEROES IN LIFE
GALA

Advocacy | Excellence | Change

SPONSORSHIP PACKAGE

JUNE 12TH 2020

PALAIS ROYALE

1601 LAKE SHORE BLVD.

WESTTORONTO, ON, M6K 3C1

CRA: #700398498RR0001

HEROES IN LIFE GALA

The Heroes In Life Gala is to acknowledge and celebrate police service members and community partners who are championing the progress of mental health and well-being initiatives within their respective Police Service.

June is PTSD awareness month, and TBTB strives to bring awareness to the struggles that are faced by our members and their families. This inaugural gala is an extension of the Heroes in Life Memorial which remembers officers who have died by suicide. Community heals and with this memorial it is our hope that we honour the fallen and let the healing take place.

So many of our Police Service members suffer in silence, isolated from the world, feeling helpless, and their families suffer with them. As a national organization, Canada Beyond the Blue and its chapters, have the opportunity to make a difference for Canadian police families across our country and continue to honour our mission of strengthening and supporting police families.

We hope that your organization finds value in our mission and joins us in celebrating the change-makers who work hard to end the stigma around mental health issues in their workplace.



BECOME A SPONSOR



SILVER PACKAGE ~\$5,000

- 1 Branded Gala Table with priority placement
 - Logo placement on all campaign materials
 - 1/2 page in the Gala Program for advertising or message.
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GOLD PACKAGE ~\$10,000

- 1 Branded Gala Table with priority placement
 - Logo placement on all campaign materials
 - Half page in the Gala Program for advertising or message
 - Opportunity to present one award at the Gala
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DIAMOND PACKAGE ~\$15,000

- 2 Branded Gala Tables with priority placement in front of the Head Table
- Logo placement on all campaign materials and during evening's visuals
- Full page in the Gala Program for advertising or message
- Opportunity to present one award at the Gala
- Opportunity to present remarks during Gala programming

AWARD SPONSORS

DARIUS GARDA LEGACY AWARD

Recognizes a person who is within the Blue Family who is sharing their story of struggle and perseverance.

\$1,500

- *Logo on marketing material*
- *2 tickets to Gala*
- *Opportunity to present award*

LEADERSHIP AWARD

Recognizes Police Service members who serve in a leadership role and are committed to making change within the organization.

AGENT OF CHANGE AWARD

Recognizes Police Service members who actively strive to normalize the conversations around mental health and to remove the stigma in the workplace.

"TBTB has allowed me to reconnect with my family. I feel more supported which has helped with my recovery."

TBTB Member attending Couples Peer Support Program

ASSOCIATION ADVOCACY AWARD

Recognizes Police Service Association members who are working to provide their membership with advocacy, resources, supports and champions mental health.



COMMUNITY PARTNER AWARD

Recognizes a community partner dedicated to helping the Police Service or their family members attain the help they need.

Canadian police officers are disproportionately affected by mental illness. A substantial number of municipal/provincial police (36.7%) and Royal Canadian Mounted Police (RCMP) (50.2%) report current symptoms of mental illness compared to the general population (~10%).

SPONSORSHIP OPPORTUNITIES

\$1500

COCKTAIL HOUR

- Logo on marketing material
- 2 tickets to Gala

\$1500

ENTERTAINMENT

- Logo on marketing material
- 2 tickets to Gala

\$1500

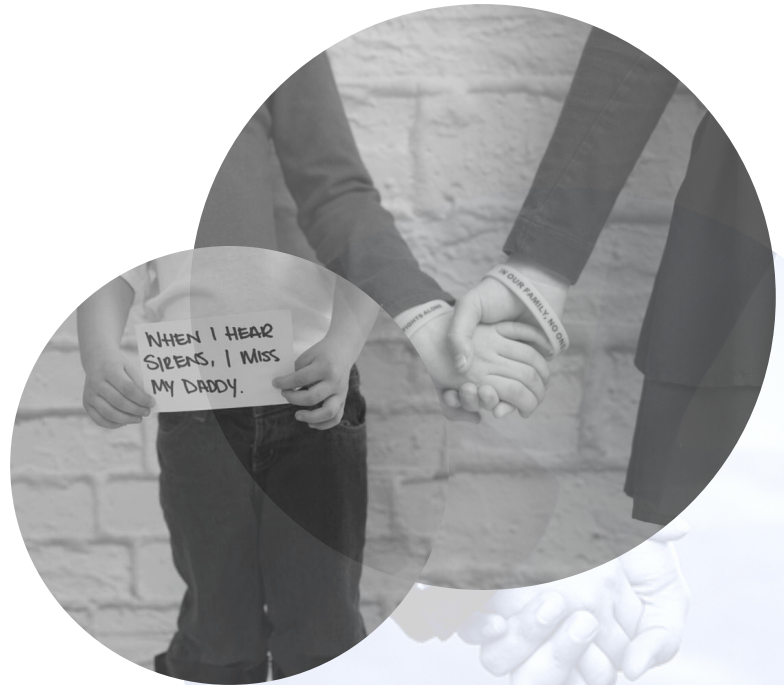
DECOR

- Logo on marketing material
- 2 tickets to Gala

\$1000

POLICE TABLE

- Logo on marketing material
- 2 tickets to Gala
- 6 tickets gifted to police members on your behalf



" I was skeptical at first. But after the Hold Me Tight retreat I can honestly say TBTB has saved my marriage, my family and everything that I value. I am forever grateful and a believer."

Couples Therapy Retreat participant

We Are



STRENGTHENING & SUPPORTING POLICE FAMILIES

Your sponsorship provides police members and their families with resources and tools - helping the helpers. We are grateful for your generosity and support.

Below is a breakdown of our programming costs.

PROGRAMMING	COST
Peer Support Programming	\$15,000
Educational Workshops	\$6,500
Mental Health Advocacy	\$5,000
Equine Therapy	\$5,000
Family Care	\$3,500