



kind mind

FESTIVAL

Celebrating Kindness Inside and Out

THEKELTYFOUNDATION.COM/KINDMIND | TRISHA@THEKELTYFOUNDATION.ORG

Supporting Children and Youth Mental Health



Introduction

We are excited to extend an exclusive invitation to your company to become a key sponsor for The Kind Mind Festival, hosted by The Kelty Foundation and Tsawwassen Mills in support of The BC Children's Hospital Foundation. This event is dedicated to promoting children and youth mental health. Events will take place on Saturdays throughout the month of May 2024. The Kind Mind Festival aims to not only bring visitors into the mall, but also demonstrate support for the community's mental health, positioning the mall as a multifaceted destination that cares for its visitors. We will engage visitors through music, performance and activities focused on mental health. We will collaborate with retailers to provide an interactive experience for visitors, and invite local community organizations to join our Mental Health Month celebration.

Featuring JUNO Nominee Warren Dean Flandez, Top Line Vocal Collective, a Fashion Show and other Community Celebrations with Host DJ Rock N'Beau! Come show your support!



ABOUT THE KELTY FOUNDATION

At the Kelty Foundation, our mission is to create a meaningful impact by funding organizations dedicated to reaching and supporting youth precisely when and how they need it most. Over the past 15 years, we raised close to 8 million and achieved significant milestones, including:

- The Kelty Mental Health Resource Centre at BC Children's Hospital
- The Kelty Dennehy Mental Health Resource Centre at Lions Gate Hospital
- VGH/UBC Hospital Foundation - Centre for Excellence - Depression Research
- BC Crisis Centre - Suicide Prevention Workshops and 1-on-1 Chat Lines
- Key partnerships with BC Crisis Centre, UBC, Vancouver General Hospital, Jack.org, Whistler Community Services and more.

The Kelty Patrick Dennehy Foundation came to be when Kerry and Ginny Dennehy lost their 17-year-old son, Kelty, to depression. Their grief ignited a determination to help other children and youth access mental health support. Our aim is to increase prevention, addressing the determinants of mental health problems to more effectively curb and manage them; and improve access to care, making it easier and more available to those in need.



The Kind Mind Festival



WHY SPONSOR THE KIND MIND FESTIVAL?

As we gear up for The Kind Mind Festival, we recognize the pivotal role that sponsors play in ensuring its success. Our sponsorship packages are carefully crafted to offer a range of exclusive advantages, ensuring that your brand receives maximum visibility and recognition through a well executed marketing and PR campaign.

HOW YOUR COMPANY CAN MAKE AN IMPACT:

Your support will not only elevate the success of The Kind Mind Festival, but also contribute to making a profound impact on the mental health of our next generation. As a sponsor, you'll be aligning your brand with our mission to create a world where every young person has the opportunity to thrive. Where collective compassion leads to lasting change.

Over 350,000 people are expected to visit Tsawwassen Mills mall in May



Event Overview

SAT MAY 4 FROM 1-3PM MINI EVENT

Mental Health Workshops, KIND Family Bingo Game, Kind Mind VIP Booklet offering guests incentives to visit stores, Building a Kindness Wall and more

SAT MAY 11 FROM 1-3PM MINI EVENT

Physical Wellness Activities, KIND Family Bingo, VIP Booklet offer, The Kindness Wall, Mother's Day Card Making station, Mother's Day Portrait Station, Mental Health Workshops and more.

SAT MAY 18 FROM 1-5PM MAIN FESTIVAL EVENT

Family Dance Party hosted by DJ Rachel Beau, Tsawwassen Mills Retailer Fashion Show, Music and Dance Performances throughout the day including JUNO nominee headliner Warren Dean Flandez, finale prize draws for KIND Family Bingo, Kind Mind VIP Booklet Raffle and more.



Sponsorship Opportunities

GOLD SPONSORSHIP | \$25,000 (1 AVAILABLE)

Acknowledgment:

- Verbal recognition throughout the event
- Featured in all press releases and media pieces
- Post-Event Recognition in post-event communications and reports

Exhibition Space:

- Premium booth space at the event for promotional activities
- Opportunities for company employees to volunteer during the event
- Customized team-building activities

Digital Exposure:

- Extensive social media promotion with dedicated posts every week prior to the event (approximately 10 posts)
- Logo on the event website with a hyperlink to your website

Exclusive Branding:

- Logo on all promotional materials, including flyers, posters, digital media and digital screens in Tsawwassen Mills
- Naming rights for the main stage

SILVER SPONSORSHIP | \$15,000 (3 AVAILABLE)

Acknowledgment:

- Verbal recognition during the event

Branding Opportunities:

- Logo on promotional materials including flyers, posters and digital media
- Recognition on select event banners

Exhibition Space:

- Booth space at the event for promotional activities

Digital Exposure:

- 4 social media mentions leading up to the event
- Your company logo on the event website (with no hyperlink)



Sponsorship Opportunities

BRONZE SPONSORSHIP | \$5,000 (5 AVAILABLE)

Branding Opportunities:

- Logo on promotional materials including flyers, posters and digital media
- Recognition on select event banners

Exhibition Space:

- Booth space at the event for promotional activities

Digital Exposure:

- 4 social media mentions leading up to the event
- Your company logo on the event website (with no hyperlink)

COMMUNITY SUPPORTER SPONSORSHIP | \$2,000 (10 AVAILABLE)

Acknowledgment:

- Verbal recognition during the event

Exhibition Space:

- Shared booth space at the event with other Community Supporters for promotional activities

Digital Exposure:

- 2 social media mentions leading up to the event

IN-KIND SPONSORSHIP

We are looking for many in-kind services and products for our event to make it a true success. In order to provide prizes and activities for our visitors, here are examples of in-kind donations we are seeking:

- Free printing services for flyers/posters to share with retailers in the mall
- Free products from retail stores to make gift basket prizes and raffle prizes
- Arts and crafts materials for kids activities taking place throughout the month
- Food and beverage donations for our snack station

Acknowledgment:

- 1 verbal recognition during the event

Exhibition Space:

- Shared booth space to run an activity or provide free items to guests

Digital Exposure:

- 2 social media mentions leading up to the event





CONTACT

thekeltyfoundation.com/kindmind
info@thekeltyfoundation.com

Supporting Children and Youth Mental Health

 The Kelty
Foundation

TSAWWASSEN
MILLS

In support of

BC
Children's
Hospital
Foundation