



CHAMPIONS OF CHANGE

Annual Awards Gala

2024

SPONSORSHIP

GUIDE

The BTB Champions of Change Awards Gala is to acknowledge and celebrate police service members and community partners who are championing the advancement of mental health and well-being initiatives within their respective Police Service.

Canada BTB strives to bring awareness to the struggles that are faced by our members and their families. This inaugural gala is an extension of the Canada BTB 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 these Champions of Change whose perseverance and advocacy embolden the advancement of initiatives that directly support ending the stigma around mental health issues in their workplace.

BE A CHAMPION OF CHANGE

Silver Package ~ \$5,000

4 tickets

Logo placement on all campaign materials

Half page in the gala program for advertising or message

Gold Package ~ \$10,000

1 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

Diamond Package ~ \$15,000

2 tables with priority placement

Logo placement on all campaign materials and during the evening's visuals

Full page in the gala program for advertising or message

Opportunity to present one award at the gala

Opportunity to speak at the gala

*Table seats 8-10 people

Gala Awards

Darius Garda Legacy Award

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

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.

Association Advocacy Award

Recognizes Police Service Association members who are working to provide their membership with advocacy, resources, support, and champion's mental health.

Community Partner Award

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



Sponsorship Opportunities

\$1500

Police Table

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

\$1500

Deca

Logo on marketing material
2 tickets to Gala

\$2000

Post Awards Reception

Logo on marketing material
2 tickets to Gala

\$2000

Photo Booth

Logo on marketing material
2 tickets to Gala

\$2500

Cocktail Hour

Logo on marketing material
2 tickets to Gala

\$3000

Wine on Tables

Logo on marketing material
2 tickets to Gala

\$3500

Audio Visual

Logo on marketing material
2 tickets to Gala

\$5000

Cocktail Hour

Logo on marketing material
2 tickets to Gala

