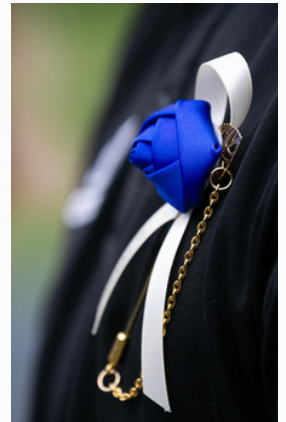


SPONSORSHIP GUIDE



CANADA
Beyond
THE BLUE

The National Voice of Police Families

CANADA *Beyond* THE BLUE



The BTB Champions of Change Awards Gala acknowledges and celebrates 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 and provide resources to the struggles that are faced by police members and their families. Being part of a police family, we know firsthand that so many of our police members suffer in silence, isolated from the world, feeling helpless, and their families suffer with them. As a national organization, Canada Beyond the Blue strives 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 combat the stigma around mental health issues in their workplace.

Champion of Change

Silver \$5,000

Inclusions:

- 5 Tickets
- Logo placement on all campaign materials
- Half page in the gala program for advertising or message

Gold \$10,000

Inclusions:

- 1 Table with Priority Seating (10 Guests)
- 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 \$15,000

Inclusions:

- 1 Table with Priority Seating (20 Guests)
- 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



2025 AWARDS CATEGORIES

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

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

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

03 AGENT OF CHANGE
Recognizes Police Service members who actively strive to Normalize the conversations around mental health and to remove the stigma in the workplace.

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



POLICE TABLE **\$1,500**

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

DECOR **\$1,500**

Logo on marketing material
2 tickets to Gala

**POST AWARDS
RECEPTION** **\$2,500**

Logo on marketing material
2 tickets to Gala

PHOTO BOOTH **\$2,000**

Logo on marketing material
2 tickets to Gala

COCKTAIL HOUR **\$2,500**

Logo on marketing material
2 tickets to Gala

WINE ON TABLES \$2,000

Logo on marketing material
2 tickets to Gala

AUDIO VISUAL \$3,500

Logo on marketing material
2 tickets to Gala

**POST AWARDS
ENTERTAINMENT \$2,500**

Logo on marketing material
2 tickets to Gala

SWAG BAG \$2000

Logo on marketing material
2 tickets to Gala

Thank You!

We look forward to a night of celebration! We hope you will join us in honouring change makers and supporting our police service members and their families. Thank you in advance for your generous contributions.

NOMINATE A CHAMPION OF CHANGE

Nominate a Champion of Change! Use the QR code to recognize an individual or organization making a difference within their service, association, or community, supporting police members and their families across Ontario. Your nomination helps us celebrate those who inspire positive change and provide unwavering support. Submit your nominee today and join us in honoring the true champions at our 2025 Champions of Change Awards Gala!



NEED TO CONNECT?

Office Hours: M - F 9:00am - 5:00pm EST

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