



JADE'S RIDE FOR MENTAL HEALTH

Jade's Ride for Mental Health



SPONSORSHIP PACKAGE

In partnership with



Canadian Mental
Health Association
Saskatoon
Mental health for all

www.jadesride.com

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JADE'S RIDE FOR MENTAL HEALTH

Trip Timeline

May 6, 2024

August 30, 2024

About Jade's Ride

Jade's Ride for Mental Health is a national cycling campaign dedicated to raising awareness, decreasing stigma, and improving outcomes for Canadians' mental health experiences.

Founded in 2017, Jade Dulle previously raised over \$25,000 for the Canadian Mental Health Association – Saskatoon Branch cycling over 1,300 kms through Saskatchewan. Throughout this journey she shared her personal experience of the difficulties she encountered navigating Saskatchewan's mental health system for her own illness.

After attaining a Bachelor of Social Work in 2022, Jade recognized a similar trend in her professional work: individuals living with mental illness want to receive help, but are met with a lack of resources; stigmatizing beliefs, long wait-lists, reduced hospital beds, and more. The state of our mental health care systems inspired Jade to make a national change, and she is hopping on the bike again in support of mental health, this time making her way across Canada.



JADE'S RIDE FOR MENTAL HEALTH

Mental Health Care in Canada

87% of people living in Canada want universal mental health care.

Universal mental health care means the services needed are **available, funded** through public health insurance plans and **free** to the individual.

Universal mental health care meets everyone's needs.

The survey found that of the **35% of people** who have experienced a mental health concern in the past year, **more than one-third did not reach out for help** primarily because it is **too expensive or because they don't know where to find it.**

The research also showed that more than **half of people living in Canada (57%)** would access mental health care through a **community organization with a free program.**

SOURCE: Canadian Mental Health Association



JADE'S RIDE FOR MENTAL HEALTH

Why Jade's Ride?



A Recognized Cause

Jade Dulle was recognized as 1 of 150 Leading Canadians for Mental Health by the Centre for Addiction and Mental Health, which demonstrates the merit and impact of Jade's Ride for Mental Health (2017).



Make a Difference

Funds raised throughout the trip will be donated to the Canadian Mental Health Association (CMHA) at the national level. The funds will be distributed to CMHAs across Canada supporting community mental health programs, education, and awareness.



Join a National Movement

Mental health impacts all Canadians on a personal and interpersonal level. Jade's Ride is a cause that seeks to improve mental health outcomes and systems for all Canadians.



Participate in National Mental Health Research

A qualitative research study will be conducted on the trip. The study will collect data about person's lived experience with their provincial mental health systems as part of a Masters of Social Work thesis.



JADE'S RIDE FOR MENTAL HEALTH

Together, we can go further.

Jade's Ride for Mental Health will be cycling across Canada, raising awareness for mental health and gaining national attention.

Building on momentum from her previous cycling trip across Saskatchewan in 2017, the ride is rooted in connections to the Canadian Mental Health Association, Bridge City Barbell (powerlifting) and other organizations within Saskatchewan.

The ride will highlight non-profit organizations, educational institutions, governmental agencies, and individuals at a national level.

With determination, spirit and grit Jade will raise awareness, funds and give a voice to the state of mental health in Canada.

Team Members

Jade Dulle, BSW, RSW
Founder & Cyclist

Dean Wall, ISSA Certified Personal Trainer and Nutritionist
Personal Trainer & Mentor, Bridge City Barbell

Alyssia Mandzuk, BSW Student
Creative Director





JADE'S RIDE FOR MENTAL HEALTH

Sponsorship Opportunities

Presenting Sponsor

\$15,000+

- Naming rights to post-event celebration (over 200+ attendees invited)
eg. **'The "Your Company's Name" Ride for Mental Health Celebration'**
- Logo displayed on all cycling trip material: vehicle banner, helmets, team shirts, bicycle, water bottles, and more
- Prominent recognition in cycling trip documentary
- Full recognition on www.jadesride.com
- Full recognition pinned on facebook, instagram, titktok and other social media pages
- Free tickets for sponsor and 6 guests to attend post-event celebration

Wellness Advocate

\$10,000+

- Recognition on vehicle banner cross country
- Recognition of sponsorship on website
- Recognition at post-event celebration
- Sponsorship recognition on social media pages
- Sponsorship recognition in cycling trip documentary
- 6 free tickets to post-event celebration

Mindful Mentor

\$5,000+

- Recognition on vehicle banner cross country
- Recognized at post-event celebration
- Recognition on website and social media pages
- 4 complimentary tickets to post-event celebration



JADE'S RIDE FOR MENTAL HEALTH

Sponsorship Opportunities

Stigma Busting Supporter

\$3,000+

- Recognition of sponsorship on website
- Recognition on social media pages
- 2 complimentary tickets to post-event celebration

Resilience Ambassador

\$1,500+

- Recognition of sponsorship on website
- Recognition on social media pages

In-kind Sponsor

In-kind support

We value in-kind support as much as our sponsorships! We will work with you to create a custom recognition package based on the level of in-kind support provided.

Public Donation

If you are unable to contribute as a sponsor or with in-kind support but would still like to be involved, you may make a public or anonymous donation to the event at www.jadesride.com.



JADE'S RIDE FOR MENTAL HEALTH

YES!

I would like to sponsor Jade's Ride for Mental Health.

SPONSORSHIP LEVEL

Presenting Sponsor (\$15,000+)

Wellness Advocate (\$10,000+)

Mindful Mentor (\$5,000+)

Stigma Busting Supporter (\$3,000+)

Resilience Ambassador (\$1,500+)

In-kind Sponsor

Sponsorship Payment: Invoice Credit Card Cheque

FOR CREDIT CARD PAYMENT, PLEASE FILL OUT THE FORM BELOW. FOR ALL OTHER METHODS OF PAYMENT PLEASE CONTACT MWEINER@CMHASASKATOON.CA.

CREDIT CARD VISA MASTERCARD

CARD # _____/_____/_____/_____

EXPIRY DATE: _____/_____(MONTH/YEAR) CVC: _____

CARDHOLDER NAME: _____ PHONE # _____

E-MAIL: _____

SIGNATURE: _____