



centre for
suicide prevention

Run for Life Sponsorship

On Sunday, September 27, 2020, the Centre for Suicide Prevention (CSP) is hosting its third annual Run for Life across Alberta. As a virtual event, we welcome all Albertans to participate in a journey from darkness into light. Participants fulfil their commitment between Friday, September 25 and midnight on Sunday, September 27. Participants are encouraged to virtually join CSP on Sunday, Sept. 27 at 7 am on Facebook and Instagram live to watch the sunrise and hear from executive director, Mara Grunau and a guest speaker.

This event is for anyone interested in raising awareness for suicide prevention including people impacted by suicide: people who have lost someone, and people who have attempted.

We have heard from participants: this event resonates with them, as it helps fill a need within the community of people impacted by suicide, which is affirmed by total donations exceeding \$65,000 in the first two years.

About the Centre for Suicide Prevention

Suicide is a major public health issue and people are talking about suicide prevention now more than ever. CSP is an education centre based in Calgary, Alberta. We are a branch of the Canadian Mental Health Association.

For over 35 years we've been equipping Canadians with the information, knowledge and skills to respond to someone who is thinking about suicide. We educate online, in print, and interactively. Our



library of over 45,000 suicide-specific items, the largest English-language collection of its kind, informs the work we do.

Partnership Opportunities

As a community leader with extraordinary commitment toward corporate social responsibility, CSP is excited to propose to you a partnership for the Run for Life event.

Key Considerations

- **Suicide in Canada** – every day in Canada, 12 people die by suicide. Of those, 70 percent are among working aged adults.
- **Economics of Suicide** – it is estimated that suicide costs Alberta \$811 million each year, including direct and indirect costs. A single suicide costs an estimated \$1.8 million.
- **Community Involvement** – enhanced brand profile in Calgary and across Canada as a corporate community partner who supports positive mental health and healthy physical activity.

Below, please find three partnership possibilities. Due to unique COVID-19 circumstances, special sponsorship levels have been developed for the virtual event.

Platinum Partner (\$5,000)	Diamond Partner (\$2,500)	Gold Partner (\$500)
Signage at the livestream event	Signage at the livestream event	CSP social media recognition
CSP social media recognition	CSP social media recognition	CSP website blog recognition
CSP website blog recognition	CSP website blog recognition	Lunch and learn - introduction to suicide prevention
Public acknowledgement during the livestream event	Public acknowledgement during the livestream event	
Lunch and learn - introduction to suicide prevention	Lunch and learn - introduction to suicide prevention	
Placement of logo on marketing materials	5 complimentary event registrations and race kits	
Speaking opportunity during the livestream event		
10 complimentary event registrations and race kits		

Contact

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