

MINDSTRONG SPONSORSHIP OPPORTUNITIES 2021

BENEFITTING THE JEWISH GENERAL
HOSPITAL'S DEPARTMENT OF
PSYCHIATRY

MAY 16 | 2021

Our 7th annual MINDSTRONG fitness event is going to be **STRONGER** than ever. Take advantage of these opportunities to partner with the leading philanthropic event for mental health in Quebec.

#strongertogether



Hôpital général juif
Jewish General Hospital
Fondation | Foundation

THE EVENT

What began as a vision to link physical and mental health, reduce stigma, and promote recovery is now the leading philanthropic event for mental health in Quebec. Our 7th annual JGH Foundation Mindstrong fitness event may be virtual this year but it packs a lot of real-world punch! Join hundreds of Montrealers in this sweat-fest, led by top Montreal trainers, benefitting the Jewish General Hospital's cutting-edge Department of Psychiatry.

This year, more than ever, your vital support will ensure that, together, we can enable a brighter tomorrow for thousands of individuals affected by mental illness. The toll of COVID-19 on mental health alone will be felt for months and years to come. With a surge in demand comes the crucial need to provide the support required.

Your commitment brings us one step closer to our goal of raising three quarters of a million dollars for this important cause—to sustain our vital programming today and innovate for tomorrow.

THE CAUSE

A message from

DR. KARL LOOPER

Chief of Psychiatry,
Jewish General Hospital



Six years of Mindstrong has resulted in over \$8.7M raised, providing transformational impact for those affected by mental illness at the Jewish General Hospital—and beyond. With your generosity and dedication, we were able to: provide partial funding for the construction of a 27,000 square foot **in-patient care unit** and the **new Elspeth McConnell Day Treatment and Wellness Centre**; plus rapidly introduce new initiatives like **Tele-Medicine**, allowing us to maintain our important doctor-patient relationships remotely; as well as the **TIP-OA Tele-Health Volunteer Outreach Program for Isolated Seniors**—enabling the most vulnerable in our community to remain connected to care.

COVID-19 has made our challenge this year far greater.

We need to redouble our efforts to help arm our doctors, nurses and paraprofessional team with the tools they require to adapt services in the face of this mental health emergency—and ensure patients get the care they need when they need it most.

I invite you, our sponsors, to be a part of this challenge—and champion mental health at this difficult time. In

addition to continuing to provide our vital programming, **funds raised will focus on how new technology, such as artificial intelligence (AI) and machine learning (ML), can help us tackle enduring challenges like never before.**

To that end, 5 key cutting-edge areas have been identified:

- The Aifred AI-program research initiative to personalize treatment for depression
- The use of AI in the prediction, prevention and treatment of early childhood mental health disorders
- Expansion of the COVID-19 Tele-Health Volunteer Outreach Program for hundreds of isolated seniors hit hard by the pandemic
- Trailblazing research into ketamine therapy in treatment of drug-resistant depression
- Innovative therapeutic interventions using machine learning in neuropsychiatry

Together, our commitment is stronger than any disease. And with your strength, we will succeed.

THE OPPORTUNITY

Align with leading mental health programming, research and innovation. And strengthen tomorrow's discoveries! You have that power.

Take advantage today of exclusive and limited opportunities to partner with us in this important signature initiative of the Jewish General Hospital Foundation. Plus, join hundreds of Montrealers on May 16 for a day of virtually-offered heart-pumping, action-packed sessions focusing on health and mental wellness. From HIIT to spinning to yoga to nutrition, there is no better way to make us **#strongertogether**.

PRESENTING SPONSOR

SPONSORSHIP LEVEL
\$100K

- 25 virtual logins
- Named room during event
- Prime visibility on marketing materials (including social media platforms, where applicable)
- Prime visibility throughout event
- Verbal acknowledgement during event
- Possibility of commercial slot
- Banners on screen throughout event
- Mention in event coverage in JGH Foundation newsletter
- Acknowledgement in Thank You email

CHAMPION SPONSOR

SPONSORSHIP LEVEL
\$50K

- 15 virtual logins
- Co-named room during event
- Prime visibility on marketing materials (including social media platforms, where applicable)
- Prime visibility throughout event
- Verbal acknowledgement during event
- Banners on screen throughout event
- Mention in event coverage in JGH Foundation newsletter
- Acknowledgement in Thank You email

TRIUMPH SPONSOR

SPONSORSHIP LEVEL
\$18K

- 15 virtual logins
- Co-named room during event
- Visibility on marketing materials
- Visibility throughout event
- Verbal acknowledgement during event
- Acknowledgement in Thank You email

SUPERSTAR SPONSOR

SPONSORSHIP LEVEL
\$10K

- 10 virtual logins
- Visibility on marketing materials
- Visibility during event
- Verbal acknowledgement during event
- Acknowledgement in Thank You email

STAR SPONSOR

SPONSORSHIP LEVEL
\$5K

- 5 virtual logins
- Visibility on marketing materials
- Visibility during event
- Acknowledgement in Thank You email

"As someone who received treatment at the Jewish General Hospital, I can tell you that Mindstrong matters to all of those struggling with mental illness; it shows that people care."

- LIZ WIENER,
Mindstrong 2021 Director

THE NEXT STEP

**BECOME A JGH FOUNDATION
MINDSTRONG SPONSOR
TODAY!**

For more information and to discuss the best partnership opportunity for you, please contact:

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Mindstrong 2021 Co-Chairs

SUSAN HANDRIGAN | GEORGE ITZKOVITZ |
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Mindstrong 2021 Directors

JUSTIN LESSARD-WAJCER | LIZ WIENER

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