



Sponsorship Marketing Opportunity

Ride Don't Hide is an international tour and movement to battle mental illness stigma 2011

Background

On August 1, 2010, Michael Schratte, a Vancouver teacher and *24 Hours* social columnist, embarked on a solo global journey. His goal—to cycle 40,000 km across six continents and 30 countries for the Canadian Mental Health Association, BC Division (CMHA BC). By circumnavigating the world by bicycle, Michael is bringing attention to the cause he cares most personally and passionately about—combatting the stigma surrounding mental illness.

Michael lives with bipolar disorder. As someone who understands the pain and debilitating silence that accompanies mental illness firsthand, Michael has vowed to act as a global ambassador and do his part to help dispel the misconceptions and myths that stem from the fear that fuels stigma.

Officially endorsed by CMHA BC, the campaign seeks to raise mental health awareness and promote more positive attitudes towards people with mental illness. One in seven kids have mental illness, which is over 140,000 children and teenagers in British Columbia. More than drinking, drugs, crime or cancer, suicide is now the second leading cause of death in Canadians 15–24 years old.

“Ride Don’t Hide is the start of something very important—a social movement for mental illness. With your great heart, we will be able to come out of the shadows and talk about mental illness with the same ease we talk about high blood pressure or diabetes. With every pedal, Michael is pushing the stigma down. Bravo and best wishes.”

—Shelagh Rogers, Broadcast Journalist
Transforming Lives Award Recipient 2008
Honourary Patron, CMHA BC

What does Ride Don’t Hide do?

The campaign aims to end mental illness stigma by promoting open communication about mental illness. Individuals who visit www.ridedonthide.com can share their mental illness story or make a promise to help end mental illness stigma. Visitors can also read about Michael’s journey via his daily blog. By cycling around the world, Michael is proving that those with mental illness each have their own strengths and are capable of accomplishing amazing things.

100% of funds raised go to CMHA’s youth and adolescent mental health programs and initiatives.

About CMHA BC

The Canadian Mental Health Association (CMHA), founded in 1918, is one of the oldest voluntary organizations in Canada. Since its beginning in 1952, the BC Division of CMHA has played an important role in the reform of the mental health care system as well as in community-based research, services, public education and branch support. Today, CMHA BC is part of a network of over 135 divisions and branches across Canada, including 19 CMHA branches in communities across BC whose grassroots involvement and direct services—such as housing, employment services, crisis lines, education and support groups—have touched the lives of countless British Columbians.

www.cmha.bc.ca

Become a sponsor

Become a sponsor of Ride Don’t Hide and benefit from extended exposure through the media campaign and promotional efforts. All sponsors receive a marketing receipt; cash donations will be issued a tax receipt from CMHA BC.

- Get your organization profiled and linked on the Ride Don’t Hide website
- Gain brand exposure through our marketing materials, school presentations, branded clothing, and more
- Demonstrate your organization’s commitment to the community, youth and mental health

“Michael is a remarkable educator. He is deeply involved with his students and encourages them to understand themselves and their world in a meaningful, constructive manner.”

—Ronnie Ross, Principal,
David Oppenheimer Elementary

Our audience

Who follows Ride Don’t Hide?

- Canadians
- Working professionals ages 25–50
- Youth & adolescents ages 10–18
- People who care about mental health and youth mental health
- Biking enthusiasts
- Adventure-seekers
- BC education community
- Art community
- Health care industry

Key info

- Facebook: 750+ fans
- Twitter: 1150+ followers
- 2000+ regular website visitors from Canada and internationally
- 250,000 daily readers for the *24 Hours* bi-weekly article
- Consistent media coverage for radio, television, and print—local, national, and international
- Michael begins the three-month cross-Canada portion of the tour in August
- A Vancouver homecoming event is scheduled in November 2011

Recognition	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Rotating company logo throughout Ride Don’t Hide website	<i>prominent</i>	✓	✓	
Company logo on sponsor page of website	<i>prominent</i>	✓	✓	✓
Company banner or side ad on website	✓	✓		
Company profile on sponsor page of website	✓	✓		
Company logo on cycling shirt worn by Michael on the trip	✓	✓	✓	✓
Company logo stickered on Michael’s bicycle	✓	✓	✓	
Company logo on Ride Don’t Hide postcards	✓	✓	✓	
Company logo on Ride Don’t Hide posters	✓	✓	✓	✓
Verbal recognition during TV and radio interviews by Michael	✓			
Recognition on promotional materials for official Ride Don’t Hide events	✓	✓	✓	✓
Recognition on signage at official events	✓	✓	✓	✓
Verbal recognition at official events	✓			
Company promotional materials distributed at official events (if supplied by sponsor)	✓	✓		
Company promotional booth at official events	✓			

In-kind sponsorships are greatly appreciated. Please contact us for more details. Cash donations will be issued a tax receipt upon request.

Contact Kim Findlay
Resource and Business Development Director
kim.findlay@cmha.bc.ca
604-688-3234 or 1-800-555- 8222 (toll-free in BC) ext. 232

Ride Don't Hide Canadian route

Become a sponsor today and help end mental illness stigma.
Contact Kim Findlay, Resource and Business Development Director
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Michael's itinerary	Date
Winnipeg	September 21-22
Regina	September 26
Saskatoon	September 28-29
Edmonton	October 3-4
Calgary	October 6
Vernon	October 13-16
Kelowna	October 18
Victoria	October 28; November 8-10
Nanaimo	October 29-30; November 7
Vancouver	November 12



for more information about Ride Don't Hide, visit www.ridedonthide.com