

# The BCalm Mindfulness Conference

How to Create a Mindful Workplace (and why you should!)



## PARTNERSHIP OPPORTUNITIES

### The Mindful Workplace

In 2020, the world shifted. Almost overnight, businesses reinvented how they served their customers. Some employees were on the front-line of the pandemic. Others worked from home. No one had all the answers. Everyone did the best they could.

Fast forward to today: The global health crisis has fundamentally changed the way we work.

Research shows that 75% of employees and 89% of senior leaders coming through the pandemic have said that their top priority is to improve their well-being in the coming year. But how can we accomplish this with ever-increasing workloads, stress, and mental health at all-time lows?

**There is an abundance of research on mindfulness and mindful leadership, and the evidence is indisputable: Organizations that prioritize workplace mindfulness and well-being as a strategic imperative outshine their competitors.**

This conference will focus on how to create a work culture that is mindful and “care-full” in supporting and promoting the mental health of people. Leaders and organizations who work this way are on the leading edge of creating work environments where psychological safety & health is possible, supporting people to contribute their best.

We invite you to join us as a partner in sharing the evolution of research and practice on mindfulness at work with leaders from a wide range of organizations.



**BCalm**  
BC ASSOCIATION  
FOR LIVING MINDFULLY

We nurture greater mindfulness and compassion in homes, workplaces, schools and communities.

## Greetings!

We would like to invite you to play a leading role in bringing the idea of “**The Mindful Workplace**” to leaders across BC and throughout Canada.

This conference—being held at the Victoria Conference Centre in Victoria, BC on November 9-10/2023—will be innovative in its approach. We expect 150-200 delegates onsite.

Speakers will be sharing the abundance of research on mindfulness, its benefits, and how developing a mindful workplace can serve to improve psychological health and safety at work, along with practical strategies for incorporating these ideas in the workplace.

As a partner, this is your opportunity to take part in a conference that promises to attract decision makers from both the **private and public sector, including senior leaders, HR professionals, department heads, health & wellness practitioners, and government officials.**

We want to build lasting partnerships with partners who share our enthusiasm for creating workplaces that are mindful, careful, and have a **culture of psychological safety & health.** We are looking for partners who wish to help bring mindfulness to the forefront of how businesses operate now and in the future.

In this package you will find highlights of the conference program and a list of unique sponsorship options available to you. Each one is being designed to provide you with an array of opportunities to profile your organization. Most importantly, we will work with you to ensure that the program option you select supports your corporate values and reaches the individuals and organizations you wish to reach.

We look forward to welcoming you as a partner and to making a difference together!

With gratitude,



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PARTNERSHIP LEVEL	OPPORTUNITIES	BENEFITS	TOTAL AVAILABLE
<p><b>MAJOR PARTNERS</b> \$25,000</p>	<ul style="list-style-type: none"> <li>Morning Keynote Sponsor with Continental Breakfast - <b>SOLD</b></li> <li>Lunch spotlight \$25,000 (see description below in <i>Sponsored Spotlight</i> section)</li> </ul>	<ul style="list-style-type: none"> <li>Podium opportunity at a key conference event to introduce a speaker and give greetings from your organization</li> <li>Logo recognition at key event</li> <li>Logo on website</li> <li>Powerpoint and signage logo</li> <li>Recognition in our monthly e-newsletter</li> <li>Logo and profile on BCalm website</li> <li>Mentions in social media</li> <li>2 complimentary conference registrations</li> <li>1 tabletop display/booth</li> </ul>	<p>1 of 2 Available</p>
<p><b>SPONSORED SPOTLIGHT</b> \$15,000 - \$25,000</p>	<p>These 45 minute sessions give sponsors an opportunity to bring in a speaker of their choice to the conference to provide information relevant to the delegates and specific to the conference theme. These sessions will run 1) over breakfast, prior to the opening keynote, and 2) over lunch. The sponsor covers the speaker's fee, travel and registration in addition to the sponsorship fee.</p> <ul style="list-style-type: none"> <li>Breakfast spotlight \$15,000</li> </ul>	<ul style="list-style-type: none"> <li>Logo on website</li> <li>Powerpoint and signage logo</li> <li>Recognition in our monthly e-newsletter</li> <li>Logo and profile on BCalm website</li> <li>Mentions in social media</li> <li>1 complimentary conference registration (for breakfast spotlight)</li> <li>2 complimentary conference registrations for the lunch spotlight (see <i>Major Partner</i> section for benefits)</li> <li>1 tabletop display/booth</li> </ul>	<p>2 of 2</p>
<p><b>CONFERENCE PARTNERS</b> \$10,000 - \$12,000</p>	<ul style="list-style-type: none"> <li>Session series partner - <b>SOLD</b></li> <li>Lanyard Sponsorship (logo on delegate lanyards) \$10,000</li> </ul>	<ul style="list-style-type: none"> <li>Logo on website</li> <li>Powerpoint and signage logo</li> <li>Recognition in our monthly e-newsletter</li> <li>Logo and profile on BCalm website</li> <li>Mentions in social media</li> <li>1 complimentary conference registration</li> <li>1 tabletop display/booth</li> </ul>	<p>1 of 2 Available</p>
<p><b>JOINT FINAL KEYNOTE PANEL PARTNER</b> \$5,000</p>	<p>Opportunity to sit on panel and present/discuss at topic that fits with the discussion on how to create more mindful leaders and cultures; what are the pieces of the puzzle? Moderator: Josph Iannicelli, author and past CEO of Standard Life Insurance Company, Barbara Piper, representing CCARE at Stanford University, on mindful and compassionate leadership, Mental Health Commission of Canada and WorkSafe BC are also represented.</p>		<p><b>3 SOLD</b> 2 of 5 Available</p>



PARTNERSHIP LEVEL	OPPORTUNITIES	BENEFITS	TOTAL AVAILABLE
<b>BREAKOUT SESSIONS</b> \$5,000	Opportunity to introduce and thank the breakout speaker and bring greetings from your organization.	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Powerpoint and signage logo</li> <li>• Recognition in our monthly e-newsletter</li> <li>• Logo and profile on BCalm website</li> <li>• Mentions in social media</li> <li>• 1 complimentary conference registration</li> <li>• 1 tabletop display/booth</li> </ul>	<b>1 SOLD</b> 3 of 4 Available
<b>WELCOME RECEPTION AFTERNOON TEA</b> \$4,000	Podium opportunity to greet delegates and share your organization's connection to this conference. Perhaps lead a fun networking activity? Give us your ideas and we'll help you make it happen! Display booths will be open in the reception area during this time.	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Powerpoint and signage logo</li> <li>• Recognition in our e-newsletter</li> <li>• Logo and profile on BCalm website</li> <li>• Mentions in social media</li> <li>• 1 complimentary conference registration</li> <li>• 1 tabletop display/booth</li> </ul>	1 of 1
<b>WELLNESS BREAKS</b> \$3,000	Wellness breaks occur between sessions where complimentary snacks and refreshments are provided. Sponsor receives signage near the food stations and a verbal mention by the MC. Some breaks will include prize give-aways where the sponsor will have a podium opportunity.	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Powerpoint and signage logo</li> <li>• Recognition in our monthly e-newsletter</li> <li>• Logo and profile on BCalm website</li> <li>• Mentions in social media</li> <li>• 1 complimentary conference registration</li> <li>• 1 tabletop display/booth (while they last)</li> </ul>	2 of 2
<b>MINDFULNESS SESSIONS</b> \$2,500	Opportunity to introduce and thank our mindfulness session facilitators and bring greetings from your organization." These sessions will run for 30-45 minutes in the morning prior to opening keynote session and in the mid-day lunch break, and will be an opportunity for delegates to experience a mindfulness meditation before the day begins and/or mid-day.	<ul style="list-style-type: none"> <li>• Logo on website</li> <li>• Powerpoint and signage logo</li> <li>• Recognition in our monthly e-newsletter</li> <li>• Logo and profile on BCalm website</li> <li>• Mentions in social media</li> <li>• 1 complimentary conference registration</li> <li>• 1 tabletop display/booth (while they last)</li> </ul>	2 of 2





PARTNERSHIP LEVEL	OPPORTUNITIES	BENEFITS	TOTAL AVAILABLE
<b>EXHIBIT BOOTHS</b> \$2,000	A limited number (only 10) exhibit booths are available in the main foyer, which is a high traffic area where breakfast and refreshments are served. Open during welcome reception tea on Nov 9 and during breaks on Nov 10.	<ul style="list-style-type: none"> <li>• 1 complimentary conference registration</li> <li>• 1 tabletop display/booth</li> <li>• Listed on conference website</li> <li>• List of exhibitors sent out in e-news and mentioned on social media</li> </ul>	<b>4 SOLD</b> 6 of 10 Available
<b>SUPPORTER</b> \$500 - \$1,000	Help support the conference and the need to create more mindful workplaces with a donation of any size.	<ul style="list-style-type: none"> <li>• Supporters will be listed on the BCalm Conference Website (or can be anonymous if you wish)</li> </ul>	<b>1 SOLD</b> Others Available

