Canadian Mental Health Association
Calgary
*Mental health for all*

# More Than a Feeling

## Sponsor a Feeling.

### Strengthen Mental Health in Calgary.

**The holidays can hold more than one feeling.**



## Why it matters

The holidays can bring joy, connection and celebration, but they can also bring stress, grief, isolation and uncertainty. Mental health challenges don't disappear during the festive season. Through More Than a Feeling, CMHA Calgary is inviting community partners to help make meaningful feelings possible for people in our local community.

## Choose a Feeling to Sponsor

The campaign begins with eight animal characters representing familiar emotions. Your sponsorship helps create the positive feelings below through CMHA Calgary's programs and services.

**JOY**
Helping create moments of community, laughter and belonging.

**COURAGE**
Supporting people as they take brave first steps toward connection and support.

**BELONGING**
Creating welcoming spaces where people can feel seen, valued and included.

**CONNECTION**
Helping people build meaningful relationships and feel less alone.

**HOPE**
Supporting people in seeing possibility and a path forward.

**STRENGTH**
Helping people build confidence, resilience and tools for everyday life.

**PEACE**
Creating spaces where people can feel supported, respected and free from judgment.

**WELLNESS**
Supporting learning, self-awareness and opportunities that strengthen well-being.

## Behind every feeling is a person.

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# Partnership Opportunities



## Join us in making more than a feeling possible.

A partnership with More Than a Feeling shows your commitment to a healthier, more connected Calgary. Together, we can help create understanding, belonging and opportunities for people to live, learn and thrive.

## Choose the partnership level that works for your organization.

Partnerships can be tailored, and contributions at any level are welcome. Recognition increases with the level of investment, while every partner helps make meaningful support possible for Calgarians.



### Signature Feeling Partner

Suggested Contribution
**$10,000+**

Our highest level of campaign partnership, with premium visibility, prominent association with a selected feeling, campaign storytelling opportunities and recognition throughout the campaign.



### Feeling Champion

Suggested Contribution
**$5,000–$9,999**

Prominent campaign and website recognition, association with a selected feeling, social media recognition and opportunities to connect your support to CMHA Calgary's impact.



### Campaign Partner

Suggested Contribution
**$2,500–$4,999**

Campaign and website recognition, association with a feeling and inclusion in partner recognition throughout the campaign.



### Community Ally

Suggested Contribution
**$1,000–$2,499**

Recognition as a community supporter of More Than a Feeling and inclusion on the campaign partner page.

### Looking for something different?

We're happy to build a partnership that reflects your organization's goals, level of investment and connection to the campaign.

## Let's create more possibility, together.

To learn more about partnership opportunities, please contact:

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