

Sponsorship Package

#FRAYME2024

DRIVING EXPERTISE INTO ACTION >>>

LEARNING INSTITUTE



What is the Learning Institute?

Frayme's Learning Institute is Canada's only **nationwide conference** solely dedicated to **youth mental health and substance use** system transformation

As the fifth annual Learning Institute, #Frayme2024 will bring together a vast majority of stakeholders within the youth mental health and substance use sector to share, learn, and collaborate on solutions to complex challenges.

The ultimate goal? Provide a space to amplify youth and caregiver voices, share what's working in the sector, and make the best use of resources from coast, to coast, to coast.



What's the theme this year?

What does it take to drive complex, intersecting and critical services into action within the youth mental health substance use sector? How do we inform new policies? What implementation methods are required? Most importantly, how do we ensure equitable voices and representation within design and delivery? These are the types of questions we hope to answer at #Frayme2024.

That's why the theme is focused on **driving expertise into action** to create enabling contexts for policies, services and research initiatives across Canada.

From climate change, and artificial intelligence, to medical assistance in dying and the implementation of a national suicide prevention line, this year's Learning Institute will focus on topical and sensitive topics, with special consideration to effectively implementing policies and services that will support and address the many complex and intersecting issues that young people and their carers are facing.

How will it take place?

As the previous Learning Institute was hosted in Vancouver, this year's Learning Institute will be hosted in Ottawa, Ontario as a reflection of Frayme's national mandate.

#Frayme2024 will be fully in-person with two plenary sessions, and dozens of 45-minute workshops throughout the two days of the event, with extracurricular activities to complement the subject matter and give participants a chance to exercise different parts of their brain.

There will also be an evening networking reception, with the opportunity to acknowledge and thank sponsors for their support.



KEY FOCUS AREAS:



Policy into Action

Showcasing services and initiatives driving policy change in YMHSU sector



The Science of Implementation

Diving into strategies involved in implementing new models of care



Groundbreakers & Frayme Network

Showcasing the work of our Network Partners and youth experts/advocates

What's included in sponsorship of #Frayme2024?

Becoming an official sponsor for #Frayme2024 will provide your organization with visibility and prominence to all those working within the Canadian youth mental health and substance use sector from coast-to-coast-to-coast. In addition to inclusion in the promotional activities leading up to the Learning Institute, you will benefit from brand awareness and networking opportunities with a highly engaged and targeted audience of youth and caregiver advocates, participants with lived experience, researchers, service providers, policy makers and others. See below for tiers and features:

Features Included:	Gold Sponsor (\$15,000)	Silver Sponsor (\$10,000)	Bronze Sponsor (\$5,000)
Complimentary Conference Registration	 Up to 4 attendees	 Up to 3 attendees	 Up to 2 attendees
Thank You and Logo on Event Landing Page			
Company logo placement on programming, event promotional materials			
Sponsor recognition in opening remarks			
Profile on Frayme's communication channels (newsletter, social media, mobile app and website)			
Complimentary exhibitor booth	 "Premium" booth, larger size, greater prominence, and ideal location in Exhibition Hall	 "Premium" booth, larger size, greater prominence, and ideal location in Exhibition Hall	 "Standard" booth, size and placement
Push notifications to broadcast sponsor messaging during the event			
Exclusive Logo Presence on "Main Stage"			

Who will be there?

All are welcome at #Frayme2024, however, this event will attract individuals and organizations involved in the delivery of YMHSU systems, including (but not limited to):



Youth, Caregivers
& Advocates



Service Providers
& Clinicians



System
Change-Makers



Operational
Leaders



Researchers,
Academics and
Policy-makers



Funders



Feedback from #Frayme2023

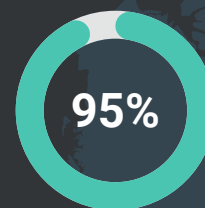
"The 2023 Frayme Learning Institute was remarkable in the sense that so many impactful stories were shared. Between the story sharing and presentation of evidence-based research, the conference brought light to challenging conversations and effective interventions across the country."

"I am leaving my first Frayme Learning Institute feeling inspired, curious, and hopeful about the work being done in the youth mental health and substance use sector. I also feel more empowered to tell my story to help create change."

"Thank you Frayme for all the definitely groundbreaking hard work you all do to bring all of us together to have these valuable discussions to create change for the better."

"This was the most useful and engaging conference I have attended in decades."

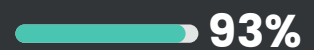
TESTIMONIALS FROM FRAYME LEARNING
INSTITUTE ATTENDEES



Percent of
attendees rated
#Frayme2023 as
Excellent or Good

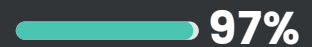
Perceived Usefulness

Percentage of participants
who indicated content was
Very Useful or Useful



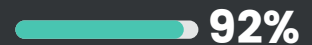
Implementation

Percentage of participants
who were **Very Likely or Likely**
to implement learnings



Satisfaction

Percentage of participants
who were **Satisfied or Very
Satisfied**



Ready for #Frayme2024?

If you are interested in becoming an official sponsor for #Frayme2024 or have further questions, please use the button below to contact us or e-mail Tamir.Virani@theroyal.ca.

CONTACT US

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frayme.ca