

# SPONSORSHIP OPPORTUNITIES



February is

# PSYCHOLOGY MONTH 2025

*Nurturing Relationships &  
Resiliency in Times of Change*



# ABOUT US

The British Columbia Psychological Association (BCPA) is committed to providing leadership in the advancement and promotion of the profession and science of psychology. Our mission is to serve both our members and the people of British Columbia by promoting mental health, well-being, and the application of psychological expertise in various sectors. We advocate for the value of psychology in society and foster a supportive community for professionals in the field.

# JOIN US!

## PSYCHOLOGY MONTH 2025

In February 2025, the British Columbia Psychological Association (BCPA) will host a series of free public talks in celebration of **Psychology Month**.

This annual event provides an opportunity for the public to engage with leading psychological experts who present on a diverse range of important topics.

**Be part of Psychology Month and showcase your organization's commitment to mental health. By becoming a sponsor, you'll gain unique visibility, build meaningful connections, and drive impact in our communities.**



## TOPICS FOR PSYCHOLOGY MONTH 2025

- *Preventing Workplace Burnout*
- *The Importance of Sexual Health in Maintaining Overall Wellness*
- *The Art of Interpersonal Success*
- *Navigating Aging: Is It Dementia or ADHD?*
- *Healing Through the Arts: The Power of Dance*

Your organization will be part of an exclusive month of mental health presentations aimed at raising awareness, offering support, and empowering individuals with the knowledge to lead healthier, more fulfilling lives.

*Choose your sponsorship level and secure your spot!* ↓





# REACH

Your brand will reach a wide and diverse audience across multiple channels:

- **Email Distribution & Thank-You Campaign**

BCPA manages its own direct email distribution list, ensuring that your brand is reaching a relevant and engaged audience. We send four promotional emails prior and during Psychology Month and one post-event *thank-you* email to our **1,500+ recipients**.

These direct communications will provide consistent exposure for your organization throughout the event lifecycle.

- **Social Media Promos & Ads Campaign** (LinkedIn, Facebook, X & Instagram) with a collective reach of over 20,000 impressions.
- **YouTube and Live-streamed Sessions** for 12 months, offering long-term visibility with **over 2,000 views** expected.

# SPONSORSHIP PACKAGES

## Visionary

*Exclusive Sponsorship  
All Presentations*  
\$4,000

01

- Verbal recognition during presentations
- Logo featured on all promotion:
  - Event registration page (Eventbrite)
  - Email Promos (4)
  - Campaign “Thank You” Email (1)
  - Social Media Promo and Social Ads
  - First and final page of all slide decks
- **Expected Reach: 31,000+**

## Ambassador

*All presentations*  
\$1,500

02

- Logo featured on:
  - Event registration pages (Eventbrite)
  - Email Promos (4)
  - Campaign “Thank You” Email (1)
  - Final slide of all presentations
- **Expected Reach: 10,000+**

## Connector

*One Presentation*  
\$1,000

03

- Logo featured on one presentation:
  - Event registration page (Eventbrite)
  - Social Media Promo
  - Final slide of the presentation
- **Expected Reach: 7,000+**

## Supporter

*All presentations*  
\$750

04

- Email Promos (4)
- Campaign “Thank You” Email (1)
- **Expected Reach: 5,000+**



# WHY SPONSOR PSYCHOLOGY MONTH?

Your sponsorship of Psychology Month 2025 highlights your organization's **dedication to promoting mental health awareness and fostering vital conversations about well-being** across British Columbia.

By partnering with us, you'll connect with thousands of individuals, **amplifying your brand's visibility and establishing your organization as a champion of mental health and wellness** in our communities.



# HOW TO BECOME A SPONSOR

**Take the next step now!**

To confirm your sponsorship or request additional information, please contact:

Laura Darch, Executive Director  
[laura.darch@psychologists.bc.ca](mailto:laura.darch@psychologists.bc.ca)

*Thank you for considering this incredible opportunity to make a meaningful difference.*





THANK  
YOU!



TRAINED. PROFESSIONAL. CARING.

[psychologists.bc.ca](http://psychologists.bc.ca)