

**NDS****D** NATIONAL  
DEPRESSION  
SCREENING  
DAY



# 2024

## sponsorship opportunities

**counselling**  
ALBERTA

CALGARY  
**counselling**  
centre

SUITE 1000, 105 – 12 AVENUE SE, CALGARY, ALBERTA T2G 1A1  
T: 403.265.4980 F: 403.265.8886 [CALGARYCOUNSELLING.COM](http://CALGARYCOUNSELLING.COM)  
Alberta Society #50003951 Charitable Registration #10809 1950 RR0001

## about

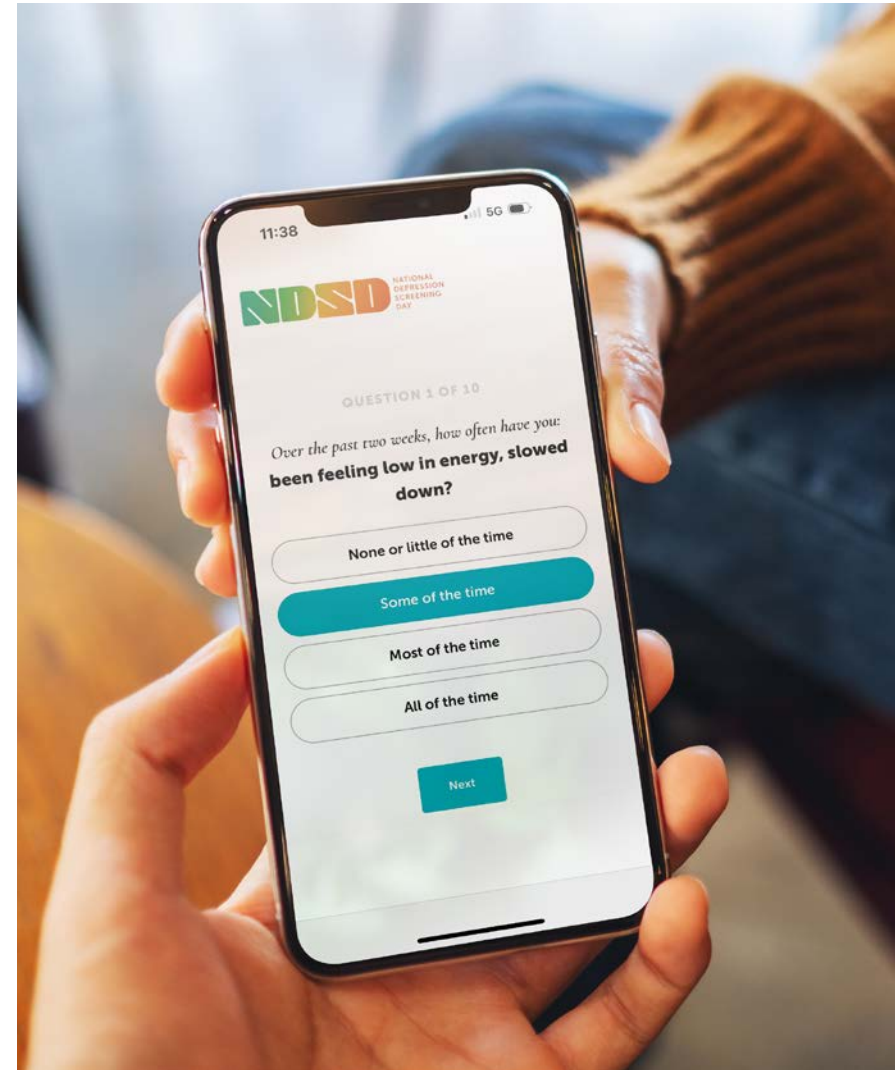
### NATIONAL DEPRESSION SCREENING DAY OCTOBER 10, 2024

National Depression Screening Day (NDSD) is an annual initiative from Calgary Counselling Centre. NDSD is a free public service offered to all Albertans as part of our ongoing efforts to defy depression in our communities. The intent of the campaign is to encourage Albertans to check in on their mental health and seek help if needed. We do this through a short and anonymous online questionnaire, available the week of October 7–13 at [areyoufeelingok.com](https://areyoufeelingok.com).

### CALGARY COUNSELLING CENTRE & COUNSELLING ALBERTA

Since 1962, Calgary Counselling Centre (CCC) has been providing counselling services with the highest client results in the industry. As the pre-eminent research, training, and knowledge-based counselling organization in Canada, CCC offers counselling to all age groups in a variety of areas including depression, anxiety, children's programs, domestic abuse, separation and divorce, trauma, and self-esteem. CCC offers barrier-free counselling with no waitlist and a sliding fee scale, ensuring everyone can get the help they need when they need it.

Counselling Alberta is a division of Calgary Counselling Centre. Counselling Alberta provides online counselling to all Albertans outside Calgary as well as in-person counselling in Edmonton, Red Deer, Lethbridge, Medicine Hat, Grande Prairie, and Fort McMurray.



**Dates to  
Remember**

AREYOUFEELINGOK.COM






October 7–13, 2024

NATIONAL DEPRESSION SCREENING DAY

October 10, 2024

## EDMONTON

# sponsorship opportunities

	 Television Ad Sponsor	 Radio Ad Sponsor	 Outdoor/ Transit Ad Sponsor	 Digital/Mobile Ad Sponsor	 Social Media Sponsor
Logo recognition on National Depression Screening Day web page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Name recognition on National Depression Screening Day web page					<input checked="" type="checkbox"/>
Recognition in summary report distributed to all partners and available online	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunch and learn by staff ambassador	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Media-specific recognition as logo, verbal, or name, where applicable (see details page)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>





RED DEER

# sponsorship opportunities

	\$5,000 1 AVAILABLE Television Ad Sponsor	\$4,000 1 AVAILABLE Radio Ad Sponsor	\$1,200 2 AVAILABLE Outdoor/ Transit Ad Sponsor	\$2,000 2 AVAILABLE Digital/Mobile Ad Sponsor	\$1,000 1 AVAILABLE, 1 TAKEN Social Media Sponsor
Logo recognition on National Depression Screening Day web page	✓	✓	✓	✓	
Name recognition on National Depression Screening Day web page					✓
Recognition in summary report distributed to all partners and available online	✓	✓	✓	✓	✓
Lunch and learn by staff ambassador	✓	✓	✓		
Media-specific recognition as logo, verbal, or name, where applicable (see details page)	✓	✓	✓	✓	✓

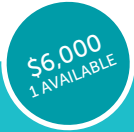


LETHBRIDGE

# sponsorship opportunities

	 \$4,000 1 AVAILABLE Radio Ad Sponsor	 \$1,200 2 AVAILABLE Outdoor/ Transit Ad Sponsor	 \$2,000 2 AVAILABLE Digital/Mobile Ad Sponsor	 \$1,000 1 AVAILABLE, 1 TAKEN Social Media Sponsor
Logo recognition on National Depression Screening Day web page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Name recognition on National Depression Screening Day web page				<input checked="" type="checkbox"/>
Recognition in summary report distributed to all partners and available online	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunch and learn by staff ambassador	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Media-specific recognition as logo, verbal, or name, where applicable (see details page)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>




## MEDICINE HAT

# sponsorship opportunities

	 \$6,000 1 AVAILABLE Radio Ad Sponsor	 \$2,000 2 AVAILABLE Digital/Mobile Ad Sponsor	 \$1,000 1 AVAILABLE, 1 TAKEN Social Media Sponsor
Logo recognition on National Depression Screening Day web page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Name recognition on National Depression Screening Day web page			<input checked="" type="checkbox"/>
Recognition in summary report distributed to all partners and available online	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunch and learn by staff ambassador	<input checked="" type="checkbox"/>		
Media-specific recognition as logo, verbal, or name, where applicable (see details page)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>














## GRANDE PRAIRIE

# sponsorship opportunities

	 Radio Ad Sponsor	 Digital/Mobile Ad Sponsor	 Social Media Sponsor
Logo recognition on National Depression Screening Day web page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Name recognition on National Depression Screening Day web page			<input checked="" type="checkbox"/>
Recognition in summary report distributed to all partners and available online	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lunch and learn by staff ambassador	<input checked="" type="checkbox"/>		
Media-specific recognition as logo, verbal, or name, where applicable (see details page)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

FORT MCMURRAY

# sponsorship opportunities

	 \$4,000 1 AVAILABLE	 \$2,000 2 AVAILABLE	 \$1,000 2 AVAILABLE
	Radio Ad Sponsor	Digital/Mobile Ad Sponsor	Social Media Sponsor
Logo recognition on National Depression Screening Day web page			
Name recognition on National Depression Screening Day web page			
Recognition in summary report distributed to all partners and available online			
Lunch and learn by staff ambassador			
Media-specific recognition as logo, verbal, or name, where applicable (see details page)			



## ALBERTA

## details

**TELEVISION ADVERTISEMENT SPONSOR**

Edmonton **\$10,000**  
Red Deer **\$5,000**

Sponsor a television campaign that will run for seven days during NDS week on one TV station. A minimum of 35 paid and 35 pro bono 15s spots will air.

- Logo recognition on television spot (15 second ad will run approximately 70 times, for one week on one station)
- Lunch and learn for your office by staff ambassador, tailored to the needs of your organization
- Logo recognition on National Depression Screening Day web page (linked from Calgary Counselling Centre and Counselling Alberta's websites)
- Logo recognition in summary report distributed to NDS partners (who participate and promote NDS) and available online

**DIGITAL/MOBILE ADS SPONSOR**

Edmonton **\$4,000**  
Red Deer, Lethbridge, Grande Prairie, Fort McMurray, and Medicine Hat **\$2,000**

Sponsor online digital advertisements (could potentially include Google Display Ads, mobile advertising, search advertising etc.) leading up to and during the week of NDS.

- Logo recognition and/or mention in a minimum of six promoted online digital advertisements
- Logo recognition on National Depression Screening Day web page (linked from Calgary Counselling Centre and Counselling Alberta's websites)
- Logo recognition in summary report distributed to NDS partners (who participate and promote NDS) and available online

**RADIO ADVERTISEMENT SPONSOR**

Edmonton and Medicine Hat **\$6,000**  
Red Deer, Lethbridge, Grande Prairie, and Fort McMurray **\$4,000**

Sponsor a radio campaign that will run for seven days during NDS week on one radio station. A minimum of 35 paid and 35 pro bono 30s spots will air.

- Verbal recognition on radio spot (ad will run approximately 70 times, for one week on one station)
- Lunch and learn for your office by staff ambassador, tailored to the needs of your organization
- Logo recognition on National Depression Screening Day web page (linked from Calgary Counselling Centre and Counselling Alberta's websites)
- Logo recognition in summary report distributed to NDS partners (who participate and promote NDS) and available online

**SOCIAL MEDIA SPONSOR**

Edmonton **\$3,000**  
Red Deer, Lethbridge, Grande Prairie, Fort McMurray, and Medicine Hat **\$1,000**

Sponsor social media campaign promotional efforts on Facebook and Instagram.

- Logo recognition and/or mention in a minimum of six promoted advertisement posts on Facebook and Instagram platforms
- Recognition with one mention on social media platforms: Facebook, Instagram, and LinkedIn
- Name recognition on National Depression Screening Day web page (linked from Calgary Counselling Centre and Counselling Alberta's websites)
- Logo recognition in summary report distributed to NDS partners (who participate and promote NDS) and available online

**OUTDOOR/TRANSIT ADS SPONSOR**

Edmonton **\$6,000**  
Red Deer and Lethbridge **\$1,200**

Sponsor outdoor or transit advertising leading up to and during the week of NDS.

- Logo recognition on outdoor/transit ads
- Lunch and learn for your office by a staff ambassador, tailored to the needs of your organization
- Logo recognition on National Depression Screening Day web page (linked from Calgary Counselling Centre and Counselling Alberta's websites)
- Logo recognition in summary report distributed to NDS partners (who participate and promote NDS) and available online

All sponsors will receive an NDS toolkit with promotional and informational material

ALSO  
AVAILABLE

Additional NDSD Sponsorship Opportunities are available in Calgary. Please contact us for more information.

## contact

### Danielle Phillips

Calgary Counselling Centre  
*Fund Development Officer*

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E: [danielle.phillips@calgarycounselling.com](mailto:danielle.phillips@calgarycounselling.com)



**Radio, TV, and transit advertising deadline:**

**August 11**

**Social media advertising deadline:**

**September 1**