

**NDSO** NATIONAL  
DEPRESSION  
SCREENING  
DAY



# 2024

## sponsorship opportunities

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

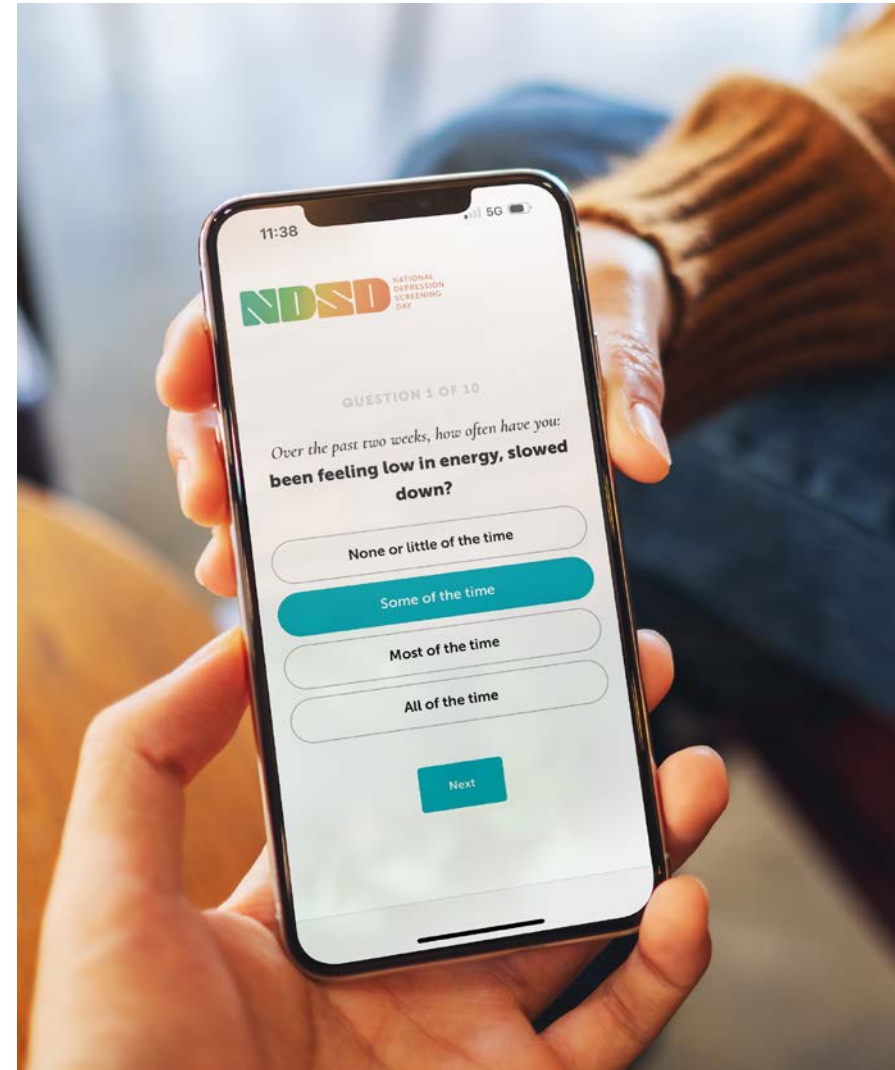
## about

### 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

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.



**Dates to  
Remember**

AREYOUFEELINGOK.COM

October 7–13, 2024

NATIONAL DEPRESSION SCREENING DAY

October 10, 2024



## CALGARY

## details

## TAKEN

## TELEVISION ADVERTISEMENT SPONSOR \$10,000

Sponsor a television campaign that will run for seven days during NDSD 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 on event graphics
- Verbal recognition during events
- 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 NDSD partners (who participate and promote NDSD) and available online

## 1 OF 2 AVAILABLE

## DIGITAL/MOBILE ADS SPONSOR \$4,000

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

- Logo recognition and/or mention in a minimum of six promoted online digital advertisements
- 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 NDSD partners (who participate and promote NDSD) and available online

## SOCIAL MEDIA SPONSOR \$3,000

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 (over 2,890 likes), Instagram (over 2,570 followers), and LinkedIn (3,597 followers)
- 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 NDSD partners (who participate and promote NDSD) and available online

## RADIO ADVERTISEMENT SPONSOR \$6,000

Sponsor a radio campaign that will run for seven days during NDSD 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 on event graphics
- Verbal recognition during events
- 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 NDSD partners (who participate and promote NDSD) and available online

## 1 OF 2 AVAILABLE

## YOUTUBE ADVERTISEMENT SPONSOR \$2,000

Sponsor a YouTube preroll video advertisement leading up to and during the week of NDSD. Ads may appear on YouTube videos, channel pages, and the YouTube homepage.

- Logo recognition and/or mention in a video ad displayed on YouTube videos, channel pages, and the YouTube homepage
- 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 NDSD partners (who participate and promote NDSD) and available online

## OUTDOOR/TRANSIT ADS SPONSOR \$6,000

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

- 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 NDSD partners (who participate and promote NDSD) and available online

## 1 OF 4 AVAILABLE

## SELF-CARE KIT SPONSOR \$1,500

The self-care kit is a free resource for all those who take the test. It offers tips and tools to help individuals improve their mental health. In 2023, the self-care kit was downloaded over 1,700 times.

- Logo recognition in self-care kit
- Name recognition on National Depression Screening Day web page (linked from Calgary Counselling Centre and Counselling Alberta's websites)

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

NEW FOR  
2024

Additional NDSD Sponsorship Opportunities are available in Alberta communities including Edmonton, Grande Prairie, Fort McMurray, Lethbridge, Medicine Hat, and Red Deer. Please contact us for more information.

## contact

### Danielle Phillips

Calgary Counselling Centre  
*Fund Development Officer*

T: 403.691.5986

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



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

**August 11**

**Social media advertising deadline:**

**September 1**