

May 6 2025
www.saskatooniec.com

MIND OVER MATTERS



Connecting Minds, Inspiring Wellness
MENTAL HEALTH CONFERENCE

Sponsorship Opportunities

Presented by



To Discuss Opportunities:

Janet Uchacz-Hart

306.262.5650

janet@saskatooniec.ca

www.saskatooniec.ca

Sponsorship Opportunities

We are thrilled to invite your organization to be a key partner in **Mind Over Matters: Connecting Minds, Inspiring Wellness**, a Mental Health Conference hosted by the Saskatoon Industry Education Council. This event will bring together over 350 participants to engage in meaningful conversations, explore innovative strategies, and share insights that foster wellness in various professional and educational environments.

Designed as a powerful platform for professional growth, **Mind Over Matters** will promote collaboration between a wide range of professionals and mental health experts. The conference will feature three inspiring keynote sessions and thought-provoking discussions, all centered on addressing the mental health challenges faced by both individuals and communities. This dynamic program is specifically tailored to equip participants with practical tools and actionable insights that can be immediately applied in their personal and professional lives.

We believe your organization's involvement in this event will have a lasting impact, helping to create a stronger, more resilient community. As a partner, you will gain visibility among influential stakeholders who are dedicated to advancing mental health awareness and well-being in various sectors.

Additional information is available on our 'Mind Over Matters' webpage, which can be accessed through our www.saskatooniec.ca website. You will also find a list of our sponsorship opportunities on the following pages. If you have any questions or would like to discuss a customized sponsorship package, please don't hesitate to reach out to me at janet@saskatooniec.ca or 1.306.262.5650.

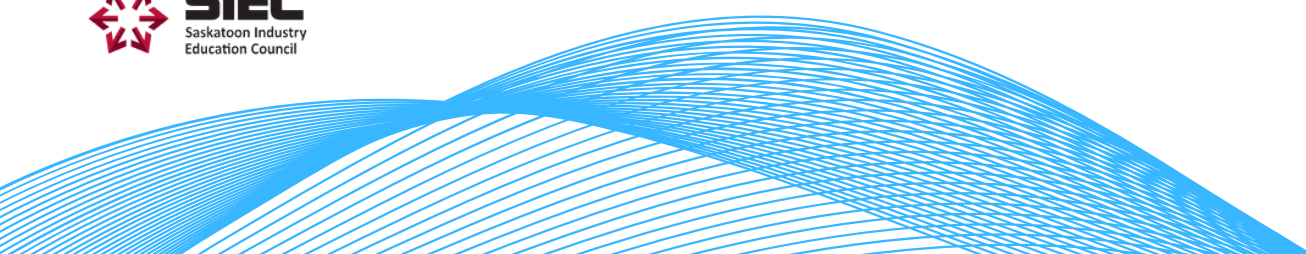
We hope you can join us in this important initiative to inspire wellness and support mental health across the region. Thank you for your consideration, and we look forward to the possibility of partnering with you.

Thank you for your consideration.

Sincerely,



Executive Director
Saskatoon Industry Education Council



Keynote Speakers



Dr. Lori Desautels

Dr. Lori Desautels is an Assistant Professor at Butler University, specializing in undergraduate and graduate courses in the College of Education. Formerly an Assistant Professor at Marian University, she founded the Educational Neuroscience Symposium. Lori integrates social and relational neurosciences into her teaching, focusing on Applied Educational Neuroscience to support trauma-sensitive education. She created the global Applied Educational Neuroscience Certification for educators, counselors, and clinicians working with at-risk children and adolescents. Her work has been featured in Edutopia and the Brain Research Journal. Lori, the author of four books, including *Intentional Neuroplasticity* and *Connections over Compliance*, has worked with over 150,000 educators globally, applying her research to enhance classroom procedures.



Dr. Shimi Kang

Dr. Shimi Kang is an award-winning psychiatrist, researcher, and expert in neuroscience, specializing in innovation, leadership, and motivation. With 20 years of clinical experience, she offers science-based solutions for health and achievement. Dr. Kang is a clinical associate professor at the University of British Columbia, founder of Future-Ready Minds, and principal investigator for Canada's first research on psychedelics for addiction, depression, and PTSD. A bestselling author of *The Dolphin Parent* and *The Tech Solution*, she is also the host of Mental Wealth on YouTube. Featured in BBC, TIME, and NPR, her TEDx talk on adaptability has millions of views. Dr. Kang has earned five national mental health awards, the YWCA Woman of Distinction Award, and the Queen Elizabeth II Diamond Jubilee Medal for community service.



Dr. Michael Yellow Bird

Dr. Michael Yellow Bird, a citizen of the Three Affiliated Tribes, is an expert in mindfulness, neurodecolonization, and Indigenous wellness. With extensive personal and professional experience in mindfulness meditation, he combines traditional Indigenous practices with neuroscience to promote healing in Indigenous communities. Dr. Yellow Bird has taught mindfulness to diverse groups, including Native students, teachers, health professionals, and incarcerated populations, exploring its impact on the brain. He has held faculty positions at several universities and is currently the Dean of the Faculty of Social Work at the University of Manitoba. The author of numerous scholarly articles and co-editor of influential books like *Decolonizing Social Work*, he focuses on Indigenous mind-body health, colonization, and decolonizing practices to empower communities through neuroscience and traditional knowledge.

Exploring Our Sponsorships

Gold Level Sponsor: \$10,000

3 sponsorship opportunities available

Included:

- One exhibitor booth
- One quarter-page ad in *Relevance Magazine* 2026 (\$1400.00 value)
- Corporate promotional material in delegate packages
- Four complimentary registrations to the entire conference
- Opportunity to bring greetings during the conference and introduce a keynote speaker
- A sponsor-provided banner displayed at the conference
- Verbal recognition by the emcee throughout the conference
- Recognition in conference program, on conference website and social media platforms

Silver Level Sponsor: \$5,000

Included:

- One exhibitor booth
- Corporate promotional material in delegate packages
- Two complimentary registrations to the entire conference
- Opportunity to bring greetings during the conference
- A sponsor-provided banner displayed during the conference
- Verbal recognition by the emcee throughout the conference
- Recognition in conference program, on conference website and social media platforms

Bronze Level Sponsor: \$2,500

Included:

- One exhibitor booth
- Corporate promotional material in delegate packages
- Verbal recognition by the emcee throughout the conference
- Recognition in conference program, on conference website and social media platforms

Exhibitor Booth: \$500

Included:

- One exhibitor booth space
- Recognition on conference website and social media platforms

If our preset sponsorship levels don't fit your vision, we would be happy to create a custom package that aligns with your goals and budget. Contact us to discuss how we can tailor an opportunity that maximizes your impact while supporting our mission.

Included	Gold	Silver	Bronze	Exhibitor
Exhibitor Booth (Includes 1 Registration)	✓	✓	✓	✓
Speaking Opportunity	✓	✓		
Ad in Relevance Magazine	1/4 page			
Logo on all Correspondence with Attendees	✓			
Promotional Material	✓	✓	✓	
Additional Complimentary Registration	4	2		
Banner	✓	✓		
Verbal Recognition	✓	✓	✓	
Recognition on Social Media	✓	✓	✓	✓
Recognition on Website	Logo	Logo	Logo	Name
Recognition in Program	Logo	Logo	Name	