



The Atlantic Summer Institute on Healthy & Safe Communities

Sponsorship Kit



What is the Atlantic Summer Institute on Healthy & Safe Communities?

Healthy communities are safe communities. Safe communities are healthy communities. Yet the link between these two critical elements is only now being understood.

The Atlantic Summer Institute on Healthy and Safe Communities (ASI) is a not-for-profit organization that offers bilingual training programs for community leaders of all ages to gain skills in health promotion, social justice and intersectoral collaboration, helping them address key issues affecting Atlantic Canadian communities. Since 2004, we have delivered quality programming with support from four Atlantic Canadian provincial governments, federal government programs, foundations, and partnerships with corporate and community organizations.



Making the links between health and safety promotion, education, social and economic development, and crime prevention, ASI brings together community groups, researchers, practitioners, educators, justice and government representatives - all the people and sectors that are working toward creating safer and healthier communities in Atlantic Canada. Looking beyond the creation of programs and services, ASI examines the underlying issues that affect the health and safety of a community, such as employment and working conditions, physical environment, social support networks, education, personal health, healthy child development, gender and culture, income and social status.

The Atlantic Summer Institute on Healthy and Safe Communities has extended its programming to include online and in-person workshops and symposiums throughout each year. Our events are more than just conferences and webinars; they actively engage participants, providing them with an opportunity to develop skills, learn and share knowledge, and work together on programs, policies and services. Our bi-annual summer Institutes strengthen collaboration across sectors in a meaningful way, ultimately leading to the creation of healthier and safer communities in Atlantic Canada and beyond.

Past themes of ASI events have included: child and youth mental health; democracy and social justice; gender and community leadership; resilient communities; diversity; literacy; and strengthening communities across generations. Youth Leadership Programs and Children's Programs have been features of many events. For its next three years of programming, ASI is prioritizing the promotion of mental health throughout the life span.

ASI incorporated in 2008 and is managed by a Board of Directors with regional representation.

For more information, visit us online:

Website: www.asi-ia.ca | Facebook: www.facebook.com/ASIHSC | Twitter: [@ASI_HSC](https://twitter.com/ASI_HSC)



1: The 2014 ASI Board; Holland College's Prince of Wales Campus (host of ASI events); 2015 Youth Leadership Program Participants



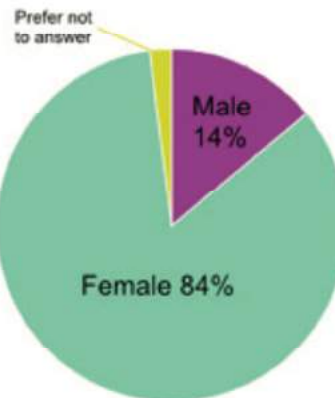
ASI 2015 Symposium Infographic



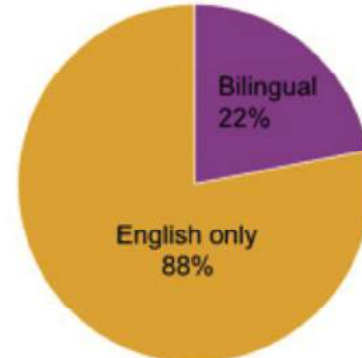
"We have work to do and a voice to be heard in Atlantic Canada."

- Patsy Beattie-Huggan, ASI Coordinator

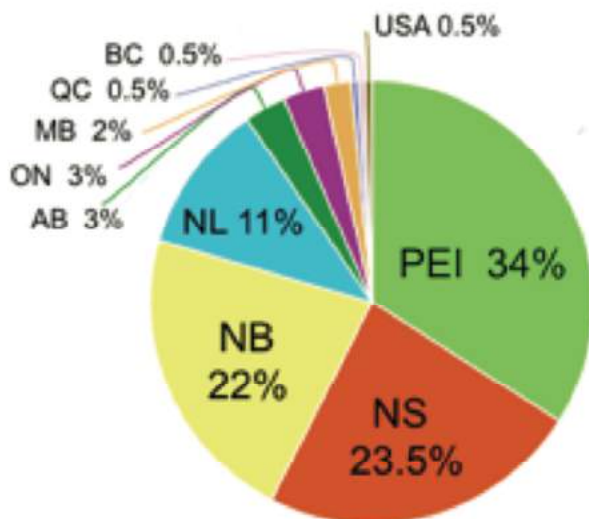
Gender



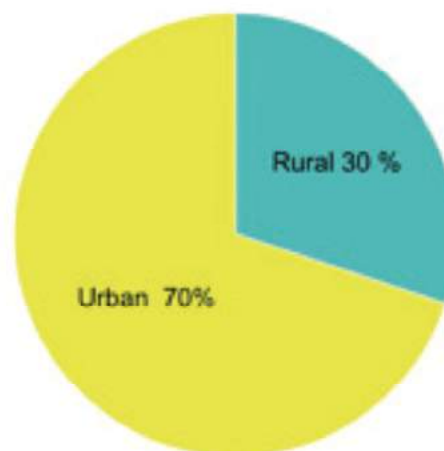
Language



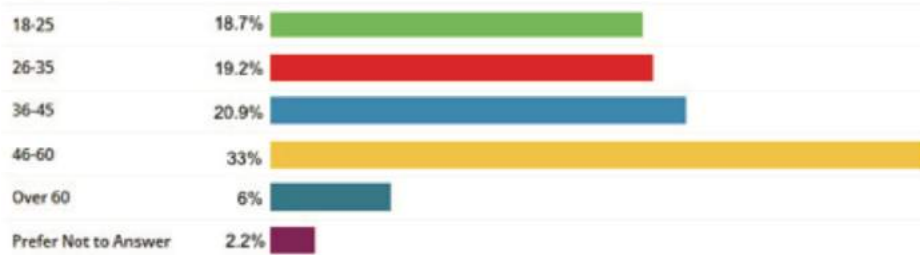
Location of Participants



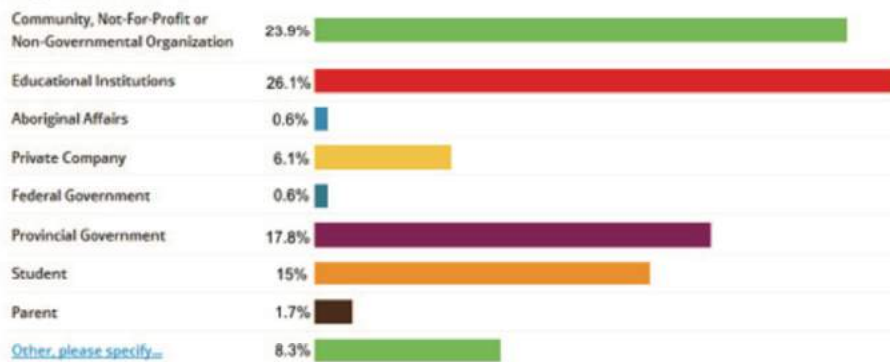
7% requested french materials



Age Range



Organization



87% of evaluation survey respondents enjoyed the Symposium

86% of evaluation survey respondents would recommend the Symposium to others

ASI will organize follow-up programming on mental health promotion to continue throughout the year, extending opportunities to take action in different regions across the Atlantic Provinces

89% learned about other organizations and programs in Atlantic Canada that are working to promote mental health

79% gained useful information and skills to use in their work

"The showcase was very informative. I would have loved to have heard more about some of the projects through more detailed presentations. It demonstrated that there is some really good work happening in Canada. First time participating in open space forum; really enjoyed it. Great way to partner, network and share."

"Great symposium. Well organized. Hope to return again in the future. Learned lots, enjoyed very much."

"I really enjoyed the symposium, met great people and created new 'possible partners'. Great opportunity."



Sponsorship Benefits

A. Title Sponsor: \$10,000+

Benefits include:

- Promotion as a title sponsor
 - During opening and closing remarks at the event
 - Logo and identification on all promotional materials, press releases & e-announcements
 - Logo on prominent signage in the event's plenary room
 - Logo & website link on the ASI website, social media & registration website
 - Logo on program, full page promotional space & statement within program
- Welcome speech to open the 2016 Conference (5 min)
- Complimentary exhibit booth at Atlantic Community Showcase
- Corporate insert included in the delegate's bag (to be supplied by the sponsor)
- Includes 10 complimentary registrations

B. Gold Sponsor: \$5,000 - \$9,999

Benefits include:

- Promotion as a gold sponsor on the ASI website & social media, with logo & link to sponsor's website
- Prominent signage and promotion during the sponsored portion(s) of the event (workshop, meal, nutrition break, etc.)
- Logo on program & sponsor board, ½ page promotion space within program
- Complimentary exhibit booth at Atlantic Community Showcase
- Corporate insert included in the delegate's bag (to be supplied by the sponsor)
- Includes 5 complimentary registrations

C. Silver Sponsor: \$1,500 - \$4,999

Benefits include:

- Promotion as a silver sponsor on the ASI website & social media, with logo & link to sponsor's website
- Prominent signage and promotion during the sponsored portion(s) of the event (workshop, meal, nutrition break, etc.)
- Logo on program & sponsor board, ¼ page promotion space within program
- Exhibit booth at 50% off regular rate for Atlantic Community Showcase
- Includes 2 complimentary registrations

D. Bronze Sponsor: \$500 - \$1,499

Benefits include:

- Promotion as a bronze sponsor on the ASI website & social media, with logo & link to sponsor's website
- Logo on program and sponsor board
- Prominent signage during a nutrition break

Cash donation preferred, but in-kind material/services also accepted

E. Contributor: \$25 - \$499

Benefits include:

- Name listed in program and on sponsor board
- Name listed as a contributor on the ASI website & social media
- Recognition of contribution at the time of use

Cash donation preferred, but in-kind material/services also accepted

Guidelines for inserts in delegate bags: All inserts are subject to the approval of the Atlantic Summer Institute on Healthy and Safe Communities. A sample or description of the item to be placed in the bags must be supplied, and all inserts must be supplied by the sponsor at their expense. **Send inserts to:** Atlantic Summer Institute, 25 Bolger Drive, Charlottetown, PE, C1A 7T2



Organizing Partners

Each year's Atlantic Summer Institute is a collaborative effort undertaken by the ASI Board of Directors and Program Committee, a multidisciplinary group from across Atlantic Canada.

ASI Board of Directors:

Malcolm Shookner – President & Program Committee Chair
Independent Consultant, Nova Scotia

Randy Hatfield – Treasurer/Secretary
Saint John Human Resource Development Council, New Brunswick

Patsy Beattie-Huggan (ex-officio)
Principal Consultant, The Quaich Inc.;
Coordinator, ASI, Prince Edward Island

Meghan Hallett
Employed by the Department of Communities, Culture and Heritage, Government of Nova Scotia

Cathy Leslie
Nova Scotia Health Authority

Scott MacAfee
Economic and Social Inclusion Corporation,
Government of New Brunswick

Christian Whalen
Office of the Child and Youth Advocate,
Government of New Brunswick

ASI Program Committee:

Nancy Clement
PEI Association of Newcomers to Canada

Ellen Coady
NL Dept. of Education & Early Childhood Development

Julia Hartley
Student, Masters Program in Public Health

Brian Kelly
NB Dept. of Education and Early Childhood Development/SEAK Project

Jillian Kilfoil
Girls Action Foundation

Pam Magee
Canadian Public Health Association Nova Scotia

Tammy MacDonald
Mi'kmaq Confederacy of PEI

Barbara Clow
Past President, ASI

Chelsea Squires
Student, Memorial University

Kendi Taricha
Volunteer, PEI

Sara MacDougall
Handle with Care, PEI