



ASI 2025 | Aug 18 - 20
Sponsorship Package



*Building
Resilient
Communities
For Well-being
Across
Generations*
#ASI2025

*Bâtir des
communautés
résilientes
pour favoriser le bien-être
d'une génération
à l'autre*

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What is the Atlantic Summer Institute on Healthy and Safe Communities (ASI)?

[The Atlantic Summer Institute](https://asi-iea.ca/en/asi-policy-brief/) (ASI) is a bilingual, not-for-profit organization established in 2003 with a mission to serve as a catalyst for social change, ultimately resulting in more inclusive and equitable Atlantic Canadian communities. Since 2014, ASI’s area of priority has been upstream promotion of child and youth mental health. In 2022 ASI released a policy brief ***Investing Upstream – putting infant, child and youth mental health at the forefront*** and for the past 2 years has been mobilizing the uptake of the brief. For details on the brief see our website: <https://asi-iea.ca/en/asi-policy-brief/>

ASI collaborates with stakeholders from across Atlantic Canada to build connections and host conversations forward for healthier and safer futures for ourselves and our children. ASI is managed by a board of directors with representatives from the four Atlantic provinces. We encourage intergenerational and intersectoral collaboration, and are dedicated to creating inclusive, vibrant networks.

What is the ASI 2025 Policy Forum?

ASI hosts an annual learning Institute that brings together experts and practitioners in diverse sectors to learn, share and connect on the topic of child and youth mental health promotion. This

year, ASI is hosting a 3-day Forum (**August 18-20**) that will include plenaries, workshops, roundtables, and an Atlantic Canada Community Showcase. ASI encourages participation from diverse sectors and individuals, including community leaders, educators, health practitioners, Indigenous leaders, researchers, parents/caregivers, youth, policy makers... **Everyone interested in collaborating to improve infant, child and youth mental health!** The ASI 2025 Policy Forum will be held at Holland College in Charlottetown, PEI.

What is the ASI 2025 Youth Leadership Program?

ASI supports 25 youth (ages 18-25) to participate in the Youth Leadership Program. During the Youth Leadership Program, there is time for youth to participate in the full ASI program through presentations and roundtable discussions, as well as convene separately to learn from experts and develop long lasting connections with other youth. There is **no cost** associated with the Youth Leadership Program.

What is the ASI 2024 Children's Program?

ASI continues to commit to reduce barriers for participants to attend. Part of this commitment is to offer the Children's Program at **no cost** to participants. The program is designed by Certified Early Childhood Educators and Teachers for children aged 4 - 14 and includes activities around Charlottetown, with lunches and snacks included.

Where can I find more information about the ASI 2025 Forum and other ASI projects?

For more information visit our website: www.asi-iea.ca If you have any questions, please contact the ASI Coordinator, Patsy Beattie-Huggan at patsy@thequaich.pe.ca or at 902-894-3399.

Principles for ASI and ASI Call to Action

Youth Engagement • Diversity • Life-course Perspective

Inclusion • Equity • Adult Education • Experiential Learning

Two eyed seeing • Evidence-based Decision Making • Mental Health in All Policies

Whole-of-society approach • Respecting Rights of Children • Respecting Voices of Lived Experience

Sustainability of Policies and Programs • Respecting the Truth and Reconciliation Commission

Overarching frameworks and strategies

Circle of Health framework/tool • Universal Declaration of Human Rights • Ottawa Charter

Social determinants of health and Health in All policies • First Nations Mental Wellness Continuum

Framework Sustainable Development Goals • The Geneva Charter for Well-Being

UN Convention on the Rights of the Child • Social and Emotional Learning (CASEL)

Population Mental Health Framework



ASI 2025 Theme

Building Resilient Communities for Well-being Across Generations

We do not inherit the earth from our parents we borrow it from our children

The issue of intergenerational fairness has been coming to the fore in recent years, not only with respect to climate change, but a whole range of environmental, social, technological and economic conditions that will affect the wellbeing of future generations, both negatively and positively.

This has become an important focus for the United Nations, with the adoption in September 2024 of a Pact for the Future that includes a Declaration on Future Generations. The Declaration speaks to “the opportunity that present generations possess to leave a better future for generations to come and to fulfil our commitment to meet the demands of the present in a way that safeguards the needs and interests of future generations, while leaving no one behind”.

Such an approach embodies the Indigenous principle of ‘Seven Generations’, our obligation to be responsible ancestors and the principle of intergenerational justice. Wales has led the way, creating a Wellbeing of Future Generations Act in 2015 and appointing the Commissioner for Future Generations.

So what are the implications of this important focus for Canada, and for people and communities in Atlantic Canada, and specifically for the mental wellbeing of today’s infants, children and youth and generations yet to come?

The ASI 2025 Forum will explore the challenges and opportunities for creating healthy, sustainable, peaceful, and equitable communities, focusing on resilience and intergenerational equity. We will look at how communities—both physical and virtual - can support well-being and knowledge transfer across generations, promoting social connections, collaboration, and collective action to address global issues.

ASI 2025 Forum will build on the four priorities of the ASI Policy Brief, i.e., mental health in all policies, intersectoral approaches, sustainable funding and investment in support of infant, child and youth mental health promotion to strengthen community resilience and societal well-being.

Join us as we explore these ideas, learn from existing work locally and elsewhere, and consider the implications for local and provincial action.



Key Themes:

1. Intergenerational Equity: Ensuring that future generations inherit a healthy communities and planet and opportunities for health and prosperity
2. Mental health in all policies: Investing resources upstream and supporting collaborative governance at all levels of society to promote the consideration of how all policies impact mental health.
3. Community Well-being: Adopting a more meaningful and formal investment in communities in ways that respect their language and culture, and nurture the physical, mental, social, spiritual and environmental health of all members of society, now and in the future.
4. Global and Local Challenges: Strengthening communities to address global and local challenges including ecological and climate change, economic inequities, rapid population change, and social instability.
5. Inclusive, Empowering Solutions: Promoting meaningful participation and respectful communication across the generations and abilities/disabilities; as well as social justice, gender and racial equity, and youth empowerment to create a more just, peaceful and sustainable future for all.
6. Indigenous knowledge: Drawing on the wisdom of the seven generations principle, two-eyed seeing, foundations of culture and tradition, and reverence for Mother Earth.



Goals and Objectives – ASI 2025

Goal: To explore issues of intergenerational equity and their implications for future generations and community well-being; and as per the ASI Policy Brief, the mental health of infants, children, and youth throughout Atlantic Canada and beyond.

Objectives:

1. To explore future trends and directions in environmental, social, economic and other conditions that will affect – positively or negatively - the wellbeing of people and communities in Atlantic Canada and beyond
2. To learn from the transformative intergenerational initiatives of communities in support of well-being, in particular the mental health of infants, children and youth.
3. To expand our understanding of Indigenous world views, in particular the seven generations principle
4. To develop knowledge and skills for inspiring collaborative leadership and governance across generations, sectors and communities including youth, civil society, public and private sectors in support of a mentally healthy society.
5. To explore the implications and potential benefits of adopting a Well Being of Future Generations Act in the Atlantic Provinces and Beyond.
6. To increase the adoption of the ASI policy brief “Upstream Investment: Placing infant, child, and youth mental health promotion at the forefront.”
7. To model a supportive and inclusive environment for learning and wellbeing – and have lots of fun together again!

Design Principles

Youth Engagement: Youth will be engaged in providing input to the process of planning the ASI 2025 program and participating in the intergenerational event.

Universal Design for Learning: Whole society representation will be welcomed in the planning process and diverse audiences will participate in ASI 2025.

Engagement of community influencers: Those in a position to influence and implement action that supports mental health promotion for infants, children and youth at policy and community levels will mobilize at ASI 2025.

Equity: Subsidies will be offered to reduce barriers to participation.

Adult Education: Styles are interactive and engaging – everyone is a teacher and a learner.

Experiential Learning: Arts, culture, connectedness to community and nature will be incorporated.

Online Interaction: A robust online conference platform will simulate a face-to-face experience by encouraging networking, relationship building, knowledge sharing with translation support, and post conference connection.



Sponsorship Levels & Benefits

Building Resilient Communities for Well-being Across Generations

ASI 2025 | August 18-20 – Charlottetown, PEI

ASI 2025 SPONSORSHIP LEVEL	Title	Gold	Silver	Bronze	Contributor
	\$12,000	\$7,000	\$4,000	\$2,000	\$500
Complimentary registrations for ASI 2025 in August	5	3	2	1	-
Welcome speech at opening ceremony	✓				
Recognition in press releases and e-announcements	✓				
Promotional video in Sponsors Centre on Whova	✓				
Recognition during opening and closing remarks at the event	✓	✓			
Logo and announcement of sponsorship in online ASI newsletter	✓	✓			
Corporate insert included in delegate's bag	2 inserts	1 insert	1 insert		
Promotional space and statement within program	Full page ad	½ page ad	¼ page ad	Business card ad	
Logo and link on ASI website	✓	✓	✓	✓	✓
Logo, link, description in Sponsors Centre on Whova (online platform)	✓	✓	✓	✓	✓
Logo on program	✓	✓	✓	✓	✓
Logo on sponsor board	✓	✓	✓	✓	✓
Promotion on social media	10+ mentions	7+ mentions	4+ mentions	2+ mentions	1+ mention

Sponsorship Opportunities

A. Title Sponsor: \$12,000+ (cash or combination of cash and in-kind)

Opportunities:

Sponsorship of the full event, or to one of the following:

- Youth registration and travel for 20 regional youth
- Keynote speakers travel, accommodation and fees

B. Gold Sponsor: \$7,000 (cash or combination of cash and in-kind)

Opportunities:

- Sponsorship of multimedia presentation of former speaker, board members, youth; creation of a vision video during ASI 2025 or contribution to subsidize community members and youth to attend

C. Silver Sponsor: \$4000 (cash or combination of cash and in-kind)

Opportunities:

- Sponsorship of a themed children's program offered at no cost to participants as a means to decrease barriers to attend. Certified Early Childhood Educators and Teachers design and deliver the program.
- Sponsorship of the annual multicultural meal – a communal meal offered at no cost to participants and minimal ticket cost for families, featuring food prepared by local vendors from the PEI Multicultural community.
- Document translation and printing

D. Bronze Sponsor: \$2000 (cash or combination of cash and in-kind)

Opportunities:

- Sponsorship of a luncheon for 150 people on August 18, 19, or 20th
- Sponsorship of reception following the keynote presentation – open to the public and media
- Sponsorship of youth welcome party and snacks
- Special branded gift for participants in each bag

E. Contributor: \$500 (cash or in-kind)

Opportunities:

- Sponsorship of nutrition breaks for 140 people on August 18, 19, or 20th
- Snacks – fruit, cheese, crackers
- Cow's ice cream break
- Coffee and networking
- Printing
- Signage



Testimonials

"ASI is a model of a multi-sectoral forum, linking networks across the region, that could be applied to other provinces and regions across Canada." (Survey Respondent 2024)

"The experience was phenomenal. I thoroughly enjoyed connecting with other youth from the Atlantic provinces. We got to pick each others' brains and learned so much from one another." (Survey Respondent 2024)

"Anytime I come to ASI spaces, they are raw and vulnerable and open; but most importantly they are safe. Safe to be 100% you without judgement or consequences." (Survey Respondent 2024)

"I loved how many networking opportunities there were to connect with people from various age groups and backgrounds. I had so many diverse and deep conversations with folks that I learned a lot from." (Survey Respondent 2024)

"Thank you so much to everyone involved in making this wonderful experience possible. It was a beautiful and safe space where I could learn and nurture my hope with love, respect, acceptance, and support. Thank you. I hope to see you all again." (Youth Survey Respondent - 2023)

"I loved these workshops or groups that I was a part of. They were extremely educational and fun! I only wish I could have participated in more than 2." (Survey Respondent 2023)

"Congratulations to all involved in planning and organizing the event, it was fantastic! Again, thank you so much for creating a forum for people to come together, share in passion, challenges, and collaboration." (Survey Respondent 2023)

"The simultaneous translation with Whova/Zoom, helped me follow along presentations made in French. Thank you!" (Survey Respondent 2022)

"I really enjoyed the opportunity to attend ASI, especially in person, to network, learn about community capacity building, leadership development, leadership, among other very valuable resources. I wouldn't doubt to recommend this program in the future!" (Survey Respondent 2022)

"Amazing program. Organized and strength-based leadership." (Survey Respondent 2022)