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SPONSORSHIP PACKAGE

ASI 2026 - AUG 18 TO 20



WWW.ASI-IEA.CA

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ABOUT US

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

The Atlantic Summer Institute

(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 4 years, has been mobilizing the uptake of the brief. For details on the brief see our website [here](#).

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.

ASI POLICY 2026 FORUM

What is the ASI 2026 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 2026 Policy Forum will be held at the University of Prince Edward Island in Charlottetown, PEI.



ASI 2026 YOUTH LEADERSHIP PROGRAM

What is the ASI 2026 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.**



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NOTES:

ASI CHILDREN'S 2026 PROGRAM

What is the ASI 2026 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 2026 FORUM AND OTHER ASI PROJECTS?



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For more information visit our website: www.asi-iea.ca If you have any questions, please contact Lordslove Ngonge, the ASI 2026 PR and Communications Coordinator at luciana@asi-iea.ca or Patsy Beattie-Huggan at patsy@thequaich.pe.ca

NOTES:

ASI 2026 THEME

Shaping a culture of well-being for present and future generations We do not inherit the earth

ASI 2026 will focus on shaping a future where well-being is possible for every generation by strengthening community engagement in policy, structures, and legislation, mobilizing networks and connections, using new evidence and considering emerging trends such as guaranteed basic income and technologies, e.g., social media, Artificial Intelligence (AI) and robotics.

Building on progress made since the ASI policy brief was released in 2022¹ and the ASI 2025 program, **ASI 2026 will use a Future Generations Approach, emphasizing mental well-being for infants, children, youth, all members of the present generations and the generations that will follow.**

Sub-themes

Community: Key issues include strengthening community capacity, creating inclusive and connected communities, and supporting strong governance and leadership at local, national, and global levels. What needs to change? Participants will explore the “soft infrastructure” required for a well-being society, including the mechanisms, structures, resources, and investments that enable communities to act locally while contributing to national strategies. Questions such as: “How are people finding value and meaning in community?”, “What can we do to foster the strengths and capacity of children?” and “What can each of us do to support current and future generations?” will guide discussions.

Well-being: ASI 2026 will help build a common language of well-being, highlight successful initiatives and challenges, and promote the role of boundary spanners who link internal and external networks. The event will also emphasize learning communities, mentorship and sharing of knowledge to advance the Geneva Charter's vision of a well-being society and a more informed, equitable, inclusive, caring and interconnected world.

Policy: Enabling policies that take a whole of government approach and create a system that supports well-being at all levels. Reflecting on cultural traditions, as embodied by the Indigenous principle of 'Seven Generations', 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.

The Ottawa Charter for Health Promotion, Geneva Charter for Well-being and the UN Pact for the Future emphasize the need for a global commitment to security, peace, sustainable development, social justice, equity, and climate action as prerequisites for health. We will reflect on the implications for local and provincial action, and continue to learn from Wales, which created a Wellbeing of Future Generations Act in 2015.

ASI 2026 Forum will build on global policy and explore local context and evidence, advancing 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.

Endnotes:

ASI Policy Brief (2022) Investing Upstream: Placing infant, child and youth mental health promotion at the forefront. <https://asi-iea.ca/en/asi-policy-brief/>

World Health (2022). Geneva Charter for Well-being. <https://www.who.int/publications>

World Health Organization (1986). Ottawa Charter for Health Promotion. <https://www.who.int/publications>

United Nations (2024) Pact for the Future, Global Digital Compact and Declaration on Future Generations. <https://www.un.org/en/summit-of-the-future/pact-for-the-future>

ASI 2026 GOAL

ASI 2026 GOAL

To shape a culture of well-being for current and future generations in Atlantic Canada by strengthening community engagement in policy, structures, and legislation, mobilizing networks and connections, using new evidence and considering emerging trends to guide meaningful action.

Objectives:

1. To explore the challenges facing communities in the context of the polycrisis⁷ – positively or negatively - the wellbeing of people and communities in Atlantic Canada.
2. To learn from the transformative intergenerational initiatives of communities in shaping 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 well-being society.
5. To determine how to bring about the adoption of 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!



⁷ Changing political, cultural, environmental, social, economic, technological and other determinants of health that will affect and beyond., e.g., Artificial Intelligence (AI) and robotics, climate change, shifting world order.

NOTES:

ASI 2026 DESIGN PRINCIPLES

Youth Engagement: Youth will be involved in the process of planning the ASI 2026 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 2026.

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 2026.
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: Programming will incorporate arts, culture, and connections to community and nature to create meaningful, hands-on, and land-based learning.

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.



NOTES:

ASI 2026 SPONSORSHIP LEVELS

	Title	Gold	Silver	Bronze	Contributor
ASI 2026 Sponsorship Level	\$15,000	\$8,000	\$4,000	\$2,000	\$500
Complimentary registrations for ASI 2026 in August	5	3	2	1	-
Welcome speech at opening ceremony	✓				
Recognition in press releases and e-announcements	✓				
Promotional video in Sponsors Centre on the conference platform	✓				
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	½ page ad	Business card ad	
Logo and link on ASI website	✓	✓	✓	✓	✓
Logo, link, description in Sponsors Centre on the conference platform	✓	✓	✓	✓	✓
Logo on program	✓	✓	✓	✓	✓
Logo on sponsor board	✓	✓	✓	✓	✓
Promotion on social media	1 post + 1 reel	1 post + story feature	1 post	1 post	1 post

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SPONSORSHIP OPPORTUNITIES

A. TITLE SPONSOR: \$15,000+ (CASH OR COMBINATION OF CASH AND IN-KIND)

Opportunities: Sponsorship of the **full event** or

- Youth registration and travel for 20 regional youth



B. GOLD SPONSOR: \$8,000 (CASH OR COMBINATION OF CASH AND IN-KIND)



Opportunities:

- Keynote speakers' fees, travel, and accommodation
- Subsidies for community members and youth students to attend
- Document translation and printing

NOTES:

SPONSORSHIP OPPORTUNITIES

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.

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



NOTES:

SPONSORSHIP OPPORTUNITIES

E. CONTRIBUTOR: \$500 (CASH OR COMBINATION OF CASH AND IN-KIND)

Opportunities:

- **Sponsor a registration!**
- 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



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NOTES:

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TESTIMONIALS

“The knowledge shared felt like such a gift.” (Survey Respondent 2025)

“It was an amazing experience and I am so thankful for this amazing program. I have learned a lot and will remember it always.” (Youth Survey Respondent 2025)

“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)



“I really appreciate that this (children’s) program exists. It’s important to open up possibilities for those doing community organizing, etc. , who may have difficulties attending otherwise. I appreciate the work of the organizers trying to reduce barriers to participation.” (ASI Parent Survey Respondent, 2025)

“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)

“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)

“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)



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