



FUTURE STARS OF THE OHL

AAA MINOR MIDGET SHOWDOWN

BARRIE COLTS VS NORTH CENTRAL PREDATORS

Thursday, January 20th, 2022

6:30 pm

Holly Community Centre, Barrie Ontario



Canadian Mental
Health Association

Association canadienne
pour la santé mentale

*Simcoe
County*

GAMBLING, SUBSTANCE USE & MENTAL HEALTH SERVICES



The **Start Talking Cup** was created to shine the spotlight on the mental health of young hockey players and youth in our community. Through this event, our goal continues to focus on breaking the stigma associated with mental illness and addiction and encourage everyone to "start talking" about how we are feeling.

This year we are proud to host the Minor Midget AAA Barrie Colts vs North Central Predators. The second important piece of this event is each player, parent and coach are offered workshops focused on mental health and addiction awareness. These workshops are provided by our own CMHA SC Youth Counsellors. Over the last 6 years, we have provided this education to over 800 participants.

Typically the Start Talking Cup is an in- person event. This year we are including a virtual viewing option. Tickets will be available prior to the game for \$5.00 and will also be available at the door.

Proceeds from this event benefit our Start Talking Campaign. Funds raised by this campaign stay in Simcoe County. Start Talking is a CMHA SC awareness initiative working to reduce the stigma surrounding mental illness and addiction while increasing resources for members of our community. Such resources may include education and support focused on suicide prevention, mental health wellbeing and addiction awareness.



Presenting Sponsor \$2500

Exclusive sponsor, your logo/name will be placed on all event promotional items, promoted on multiple social media platforms, website, program and during event.

Education Sponsor \$1000

Each player, coach and parent are offered mental health education; approximately 90 people attend these workshops. Your logo/name will be placed on all educational materials, in the event program, promoted on multiple social media platforms, website and during event.



Corporate Sponsor \$500

Your logo/name will be placed in the event program, promoted on multiple social media platforms and website.

Individual Player Sponsor \$100

Each player is responsible for securing a sponsor. Your logo/name will be placed beside the players photograph in the event program.



Questions? We love them!

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 @CMHA- Simcoe County

 @StartTalking1

 @cmhasimcoecounty

 Canadian Mental Health Association Simcoe County

 CMHA SC

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