

# TACKLE STIGMA THE

Together we lift the silence and  
build real support.



**THE BIG GAME**  
**FEBRUARY 8TH, 2026**  
**HOSTED BY**  
**NATIONAL ON 10TH**



**MINDFUL MEN  
ASSOCIATION**

CALGARY  
**counselling**  
centre



**CONCORDE  
ENTERTAINMENT  
GROUP**

# **MINDFUL MEN'S SUPER BOWL LX MENTAL HEALTH FUNDRAISING EVENT**

**NET PROCEEDS TO  
CALGARY  
COUNSELLING CENTRE**

**Real men talk. Real friends listen.  
Let's tackle the stigma together.**

# Suicide in Canada: Key Statistics

## DEATHS AND HOSPITALIZATIONS<sup>1,2</sup>

**12** PEOPLE die by suicide EACH DAY

**4,500** DEATHS BY SUICIDE PER YEAR

Suicide rates are approx.

**3x** higher

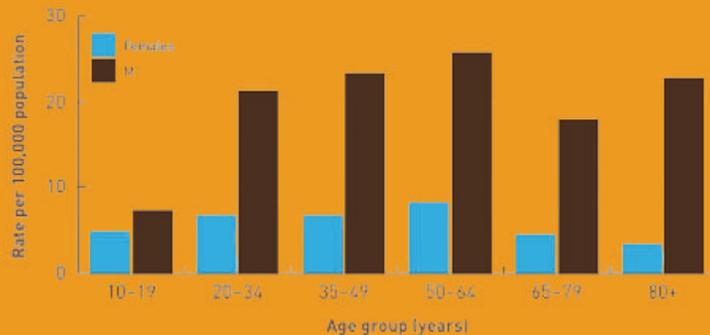
among men compared to women



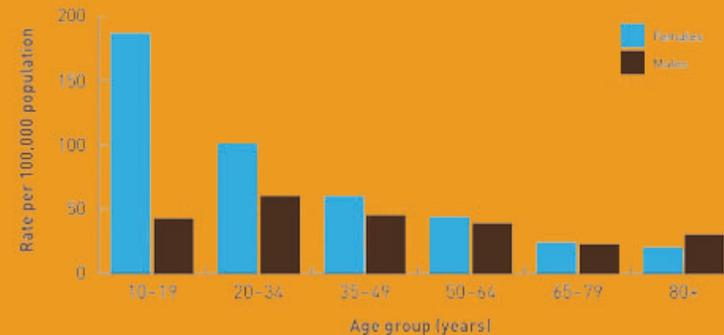
Suicide is the **SECOND** leading cause of death among youth and young adults [15–34 years]



DEATH rates by suicide per 100,000 population in 2019 (by age and sex)



HOSPITALIZATION rates associated with self-inflicted injury per 100,000 population in 2020–2021 (by age and sex)



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## SUICIDE-RELATED BEHAVIOURS<sup>3,4</sup>

### THOUGHTS



**12.0%**  
had thoughts of suicide in their **LIFETIME**



**2.6%**  
had thoughts of suicide in the **PAST YEAR**

### PLANS



**4.2%**  
had planned suicide in their **LIFETIME**



**0.8%**  
had planned suicide in the **PAST YEAR**

### ATTEMPTS



**3.1%**  
had attempted suicide in their **LIFETIME**



**0.8%**  
had attempted suicide in the **PAST YEAR**

Published data may underestimate the total number of reported deaths, attempts, plans and thoughts of suicide, due to the stigma and other factors. This content only provides a general overview of suicide.

# WHY MENTAL HEALTH MATTERS

Approximately 4,500 deaths by suicide per year.  
Suicide rates are approximately 3 times higher among men compared  
to women.

# **TACKLE THE STIGMA – THE MISSION**



**On February 8th, 2026, we're turning the  
biggest football day of the year into  
Calgary's biggest mental health  
conversation**

**National on 10<sup>th</sup>, 3:30pm - 8:30pm**

**400+ guests, family-friendly event**

**Our goal: to raise \$100,000+ to subsidize 2,000+  
counselling sessions**

**Your support funds real counselling sessions for those in need.  
You and your organization can lead this movement**

# ABOUT MINDFUL MEN

**Registered Alberta non-profit society.  
Founded and supported by men and women  
passionate about men's mental health**

**Our Mission: raise awareness and funds for the mental  
health community**

## **Core Activities:**

**Promote awareness & open conversation  
Facilitate group volunteering & connection  
Host high-impact charity events**

**Hosting events to raise funds for organizations since 2019  
Have held an Annual Super Bowl fundraising for the Calgary  
Counselling Centre since 2020**



# **ONE AFTERNOON - ONE GOAL**

**To raise \$100,000+ to fund over 2,000 counselling sessions for men at the Calgary Counselling Centre**

**Help create one of the largest single-day men's mental health fundraiser in Alberta history**

**Your contribution shown in real time to 400+ guests**

# REACH & EXPOSURE

**400+ high-value attendees (corporate leaders,  
families, influencers)**

**Heavy promotion:**

**Instagram, Facebook, LinkedIn**

**Local media (CTV, Global, Calgary Herald, radio)**

**Joint interviews with sponsors**

**Your brand on: Screens, Stage, Tables, Kids zone,  
Social media, Website, Post-event video**

# SPONSORSHIP PACKAGES



**Title Sponsor \$10,000** - Name in Official Event Title, Event Logo Recognition Year-round, Website Recognition, Reserved Seating for 16 Guests

**Half-time Hero \$5,000** - Name in Official Event Title, Event Logo Recognition, Year-round Website Recognition, Reserved Seating for 8 Guests

**Supporter \$2,500** - Event Logo Recognition, Year-round Website Recognition, Reserved Seating for 4 Guests

# CONFIRMED PARTNERS

