



SPONSORSHIP *PROPOSAL*

BNB26 Summit

November 6, 2026

Sheraton Wall Centre, Vancouver

Celebrity Keynote Speakers

Eudoxie Bridges - Philanthropist & wife to Ludacris

Tania Khazaal - Emotional Healing Expert

*Sponsorship is how collective humanity rises.
Together, we break the silence around mental health and advance wellness
for all.*

WWW.BETTERNOTBITTER.CA





About BNB Summit

We are passionate conveners of transformative summit experiences, dedicated to advancing mental wellness, dismantling stigma, and connecting leaders with communities in meaningful, lasting ways.

- Two consecutive sold-out summits: BNB24 and BNB25
- A trusted platform & movement for impact-driven dialogue on mental health, leadership, and belonging
- Purpose-led programming that turns conversation into action
- Growing national and international reach, with local and national C-suite leaders and global voices in attendance, including ForbesBLK leadership and Forbes senior editorial representation from New York, alongside CEOs of major financial institutions and other professional organizations.

Our Audience

*Our attendees are the heart of the BNB Summit
purpose driven, engaged, and committed to
collective well-being.*

- C-suite executives, professionals, business owners, change-makers, advocates, and students
- Diverse, cross-sector, and intergenerational community
- Deep interest in mental wellness, leadership, equity, and social impact
- Values-aligned leaders seeking authentic connection and meaningful conversations
- Highly engaged audience that supports and amplifies purpose-driven brands
- Active Social Media Users



Previous Summit BNB25 Event Overview

Our event is more than a gathering. It's a curated experience tailored for discovery, interaction, and visibility, connection and healing

- One-day flagship summit hosted at the prestigious Terminal City Club
- Curated executive networking lounge with custom name badges featuring professional profiles
- Keynote speakers and expert panels
- Three-course dinner, awards ceremony, live entertainment, and after-event celebration
- Complimentary professional photo studio
- High-profile attendance, including C-suite executives, entrepreneurs, professionals, students, changemakers, press, influencers, and senior government officials (Minister of Children & Family Development; Deputy Mayor of Vancouver)
- Multiple content streams and audience zones for immersive engagement and brand visibility
- Sponsors: YVR, Vancity, MNP, Odium Brown, BCBusiness, Vellum, CBC, Drake Financial



Why Sponsor Us

Sponsoring the BNB26 Summit means aligning your brand with a proven, purpose-led platform that is shaping the future of mental wellness, leadership, and community impact.

- A Proven, Sold-Out Movement
- Highly engaged and growing audience.
- Purpose-Driven Social Impact
- Take a visible stand against mental-health stigma while championing mental wellness, psychological safety, and belonging.
- Connect with C-suite executives, professionals, business owners, change-makers, and emerging leaders across sectors.
- Authentic Brand Alignment
- Gain meaningful visibility in a trusted, values-led space intentional, community-centred, and not performative.
- Impact That Lasts
- Fuel a gathering that is beyond a movement. It is 'humanity' that inspires action, dialogue, and healing beyond the event.



Sponsorship Packages



\$25,000

Speaking opportunity Main Event
and organization video
Top-tier branding across all
event platforms
10 passes, including 2 VIP table
passes (Total 12)
logo on media, merchandise,
event signage, digital & website
Priority Executive Access
On-stage recognition



\$10,000

Brand visibility across digital
and on-site platforms.
Organization video played at
the event. One table of 8
logo on media, merchandise,
and event signage Priority
VIP/Executive Access



\$5,000

Brand recognition across
event materials and digital
platforms
5 event passes. Logo inclusion
on select signage and
promotional assets.
Priority Executive Access

BNB25 Sponsor Highlights

Our track record includes collaborations with innovative and recognizable brands across sectors.



ODLUM BROWN

Charlotte Faulkner
Vice President, Director, Portfolio Manager



Performance Metrics

We focus on measurable results from digital reach to real-world engagement.

- 1.8M impressions
- 34,000 Repost & Reshare
- Sold-out summit with 270+ attendees
- 80% attendee satisfaction rate
- High conversion from sponsor-led activities
- Full post-event reporting (BNB25 Impact Report)

Feedback

"The power of shared stories, resilience, and community. Every session reminded me how important it is to create spaces where women feel seen, supported, and inspired. I left feeling empowered and deeply connected"

BNB25 Summit Event Page

Review/Download BNB25 Impact Report





Beyond the Summit

When the BNB Summit concludes, Better Not Bitter Society (BNBS) continues delivering year-round, impact-driven programming focused on mental wellness and stigma reduction.

Core Programs

Thriving Women Project
Ally Buddy Program
M.E.N (Men Expressing Network)
BNBS Youth Resilience Lab

Mission

To dismantle mental-health stigma and promote mental wellness through education, connection, and community-based action.

Vision

Thriving individuals and communities grounded in resilience, empathy, and belonging.

Let's Build Together

BNB26 Summit

400+ Guests

We also offer tailored sponsorship opportunities, including venue, swag bag, and wine sponsorships, designed to align with your brand and impact goals.

Partner with us to champion mental wellness and meaningful, community-centred impact.



CHOOSE BETTER PARTNER WITH US

We do welcome the opportunity to integrate your
brand into the BNB Summit experience.

Office: (672) 879-2217

Direct Line: (647) 334-2014

Email: info@betternotbitter.ca

Web: www.betternotbitter.ca

Instagram: @bnbs_Vans

LinkedIn: Better Not Bitter Society