



Better Not Bitter Summit 2025

Corporate Sponsorship

In Support of



Better Not Bitter Society

Community Impact | Transforming Lives

The **Better Not Bitter 2025 Summit (BNB25)** is a transformative gathering dedicated to fostering resilience, empowerment, and community impact. In partnership with the **Better Not Bitter Society**, this summit brings together thought leaders, change-makers, and corporate partners committed to driving meaningful social change for mental wellness.



Ryan Benn
CEO & Group Publisher
Canada Wide Media

By sponsoring **BNB25**, your organization will align with a purpose-driven initiative that champions personal growth, equity, and the power of overcoming adversity.

We believe in the power of resilience, transformation, and shared experiences. Through storytelling, we break the stigma surrounding mental health, turning challenges into opportunities for growth. Every voice matters, and every story has the power to inspire change.

One story at a time ...



Alan Cosgrave
Managing Partner
BC Advisory, MNP

BNB24 Summit AT A Glance

[Explore BNB24 Gallery](#)

Date: November 21st 2024

Venue: SFU Segal Hall, Vancouver

A High-Impact Audience: Leaders, Change makers & Industry Titans

The Better Not Bitter 2024 Summit (BNB24) brought together an exceptional and diverse group of **250+ attendees** including:

- **C-Suite Executives & Business Leaders** – Including the CEO & President of Vancity and Senior Executives from TD Bank and MNP.
- **ForbesBLK** – Community Engagement Manager **ForbesBLK at Forbes** New York contributing to thought leadership and GivingBLK.
- **Top Industry Professionals & Entrepreneurs** – A distinguished mix of doctors, lawyers, and finance experts, and business owners driving impact in their respective fields.
- **Community & Social Impact Leaders** – Advocates and change makers dedicated to fostering equity and systemic transformation.
- **University Final-Year Students:** Over 25 complimentary tickets were provided to students, offering them a unique opportunity to network, engage with industry leaders, and explore job prospects in a high-impact environment.



Highlights from the BNB24

Food & Drinks:

Catering was provided by the renowned Lazy Gourmet, complemented the event's ambiance and networking opportunities.

Entertainment:

The summit curated a high-caliber artistic experience featuring a saxophonist, violinist, spoken word poet, and a fashion show offering attendees a blend of inspiration, creativity,

Vendors & Exhibitors:

Eight reputable organizations showcased their products and services, aligning with the summit's mission to drive impact through shared resources.

Awards

The Better Not Bitter Summit 2024 honoured outstanding individuals that exemplify resilience, leadership, and community impact.

Keynote & Fireside Speeches

Thought leaders and change-makers took centre stage to share compelling stories, transformative insights, and actionable strategies.

InspireHealth Fundraising

Fundraising campaign at the summit for InspiredHealth towards critical programs.

Last Event - BNB24

Main Sponsors with over 20+ Contributing sponsors



Platinum Sponsorship - \$15,000

Benefits Includes:

Recognition: Logo Hierarchy, One highlight performance tied to your sponsorship, live mentions, and premium logo placement (programs, banners, website for a year).

Social Media Exposure: Featured across Instagram (920K+ avg. monthly reach) & LinkedIn (1.2M+ avg. monthly reach).

VIP Access: **Table for 10** with branded recognition, Pre-Summit Meet & Greet (with a professional photoshoot)

Speaking & Engagement: 5 min stage time, organization marketing video, branded giveaways, and **post-event exposure** (newsletters & continued social media mentions).

Custom Brand Activation: Options include organization sponsored branded fireside chat, or workshop sponsorship.

Engagement & Visibility: Your organization's branded swag included in event gift bags, with your logo featured on the swag bag.

Additional benefits can be explored as needed and appropriate.

**Exclusive Media Partners For BNB25 - November 12th, 2025
Terminal City Club - 6PM**



Gold Sponsorship - \$10,000

Benefits Includes:

Brand Recognition: One highlight performance tied to your sponsorship, live mentions, and premium logo placement (programs, banners, website for a year).

Social Media Exposure: Featured across Instagram (920K+ avg. monthly reach) & LinkedIn (1.2M+ avg. monthly reach).

VIP Access: **Table for 6** with branded recognition, Pre-Summit Meet & Greet (with a professional photoshoot)

Speaking & Engagement: 3 min stage time, (in person or organization video) branded giveaways, and **post-event exposure** (newsletters & continued social media mentions)

Engagement & Visibility: Your organization's branded swag included in event gift bags, with your logo featured on the swag bag.

Silver Sponsorship - \$5,000

Benefits Includes:

Brand Recognition: One highlight performance tied to your sponsorship, live mentions, and premium logo placement (programs, banners, website for a year).

Social Media Exposure: Featured across Instagram (920K+ avg. monthly reach) & LinkedIn (1.2M+ avg. monthly reach).

VIP Access: **Table for 4** with branded recognition, Pre-Summit Meet & Greet (with a professional photoshoot)

Post-event exposure: (newsletters & continued social media mentions)

Engagement & Visibility: Your organization's branded swag included in event gift bags, with your logo featured on the swag bag.

Save The Date

BNB25

Date: Nov 12th, 2025

Time: (6PM-10PM)

Venue: Terminal City Club, Vancouver

For more information or to discuss a customized proposal,

Contact Us

Email: info@betternotbitter.ca

Phone +1 (672) 879-2217

Web: www.betternotbitter.ca



THANK YOU FOR CONSIDERING THIS REQUEST. WE ARE DEEPLY GRATEFUL