



**CANADIAN WORKPLACE  
WELL-BEING AWARDS**

PRESENTED BY

**THE CANADIAN POSITIVE  
PSYCHOLOGY ASSOCIATION**

# Sponsorship Opportunity



- CANADIAN POSITIVE PSYCHOLOGY ASSOCIATION -  
L'ASSOCIATION CANADIENNE DE PSYCHOLOGIE POSITIVE

## Letter from the Co-Chairs

Dear Sponsor,

Many of us expected that the pandemic would be over by now and that workplaces would revert to what they were before. Instead, organizations are dealing with intense competition for talent, increase in mental health issues and employees searching for jobs that align with their values.

Survey research demonstrates that employee well-being and happiness can make a huge difference in organizational sustainability. Aon's *Global Well-Being Survey* this year indicates that emotional well-being and mental health are the top well-being issues for companies. According to Gallup in their book, *Wellbeing at Work*, employees who strongly agree that their organization cares about their overall well-being are nearly 70% less likely to actively search for a new job and 71% less likely to report burnout.

Positive psychology research provides effective, and evidence-based, interventions that can help employees and organizations thrive. The Canadian Positive Psychology Association (CPPA) remains committed to promoting helpful interventions and applied research in psychological well-being in the workplace.

To support this cause, CPPA launched the Canadian Workplace Well-Being Awards (CWWA) in 2021 to celebrate Canadian organizations that are nurturing the mental health and well-being of employees with outstanding workplace well-being programs.

Last year with generous contributions from Canada Life Assurance Company, our Hallmark Sponsor, other sponsors, and our incredible CWWA team, we were able to attract outstanding organizations to apply, as well as integrate leading experts in the field as judges to share their expertise. We hope to build on this success and continue the incredible growth trajectory of the CWWA.

Your sponsorship will support and showcase this movement by celebrating and promoting best practices that help employees and organizations flourish. In addition, it will help us continue the global conversation about psychological well-being at work.

We hope that you will join us in our effort to create better workplaces for all!

Sincerely,

Melanie Laflamme and Lorena Krasnai  
CWWA Co-Chairs

### **You can count on us to...**

- Promote the science of positive psychology across Canadian organizations
- Provide the latest evidence-based well-being strategies and best practices for the workplace
  - Celebrate excellence
  - Support employers and employees
- Push the agenda for happier, healthier, more effective workers

### **About the Canadian Positive Psychology Association**

Positive Psychology is the branch of psychology that focuses on the evidence-based research and application of human flourishing and resilience. Sometimes this field of study is referred to as the Science of Wellbeing.

The Canadian Positive Psychology Association (CPPA) is the leading Canadian not-for-profit association for the advancement of the science and practice of positive psychology. We are enormously grateful and filled with pride to announce that we are celebrating 10 years of promoting Positive Psychology in all aspects of Canadian society.

Our mission is to help nurture a psychologically healthy Canadian society at the organizational and individual level.

The CPPA connects and supports evidence-based wellbeing programs with our partners that are focused on:

- Increasing resilience
- Reducing burnout
- Leading with a growth mindset
- Increasing engagement, motivation & vitality
- Including self-care & mindfulness
- Achieving happiness

## About the Canadian Workplace Well-Being Awards

The CPPA is excited for our third Canadian Workplace Well-Being Awards (CWWA). Workplace well-being has become a significant priority and many companies have taken the necessary steps to make changes. And, as a result, these forward-thinking organizations have realized a notable difference in productivity, profitability, creativity, and most importantly, the well-being improvements within their staff.

The purpose of the CWWA is to create and raise awareness of positive psychology leading practices in the workplace and the tremendous value it brings to companies.

The intention of this event is to recognize and acknowledge those companies for their commitment to improving the well-being of their employees and also share the best practices so other leaders can learn, apply, and adapt a continuous improvement philosophy for employee well-being.

The award will recognize the excellent work, creativity, and innovation in positive psychology practices in the workplace. It will acknowledge the development and delivery of employee well-being initiatives that leverage the principles of positive psychology and yield significant impacts to its employees level of happiness, and psychological well-being.

Companies who participate in the Canadian Workplace Well-Being Awards will gain the following:

- Recognition of the investment companies and organizations are doing to support the well-being of their workforce
- A deeper understanding of projects and programs rooted in positive psychology, how they are executed and the results
- Ways in which businesses can improve outcomes, profitability and efficiency through investment in programs focused on the psychological well-being of employees
- Collaboration and cross organizational learning of workplace well-being strategies
- Fellowship in being part of the movement of normalizing, equalizing and accessing programs pertaining to employee/leader psychological well-being

## Timeline

Applications Open: March 13, 2023 to July 30, 2023

Early Bird Discount: March 13, 2023 to April 30, 2023

Award Winners Notified: November 1st

Award Ceremony: November 21, 2023

## Sponsorship Levels

Become a sponsor and contribute to the movement!

### **Bronze (\$1,000 or In-Kind Services)**

- Recognized as a sponsor with their company logo in CWWA event promotion
- Invitation to Awards Ceremony and all webinars held in support of CWWA event promotion
- In-kind services: Detailed examples of requested services are provided in the appendix. High-level examples include design, public relations, prizes, well-being webinars, positive psychology services and advertising
- Free access to CPPA Workplace Well-being Case Study report of best practices

### **Silver (\$2,500)**

- Recognized as a sponsor with their company logo in CWWA event promotion
- Invitation to Awards Ceremony and all webinars held in support of events
- Opportunity for joint social media campaign
- Free one-year membership to CPPA for one individual
- Access to 1 workplace well-being webinar for your organization (Valued at \$2,500)

### **Gold (\$5,000)**

- Recognized as a sponsor with their company logo in CWWA event promotion
- Invitation to Awards Ceremony and all webinars held in support of events
- Access to 1 workplace well-being webinar for your organization (Valued at \$2,500)
- Free one-year membership to CPPA for five individuals
- Access to a packaged Well-being Employee Challenge plus 2-hours of consulting services to design/implement for your organization (Valued at \$3,000)

### **Platinum (\$10,000)**

- Recognized as a sponsor with their company logo in CWWA event promotion
- Access to 1 workplace well-being webinar for your organization (Valued at \$2,500)
- Free one-year membership to CPPA for five individuals
- Leadership VIA Strengths assessment (maximum 10 leaders) + 1 Facilitated webinar for 60-90 minutes + 1 Group coaching session for 60-90 minutes (Total Value \$10,000)

### **Hallmark/Title (\$25,000)**

- Named as the singular Hallmark/Title sponsor, company logo in every communication
- Recognized as the title sponsor with CPPA
- Opportunity to announce the winner of the awards and give a speech
- Free one-year membership to CPPA for five individuals
- Offer of a Workplace Well-being Assessment and Roadmap conducted by workplace wellbeing professionals using positive psychology and design thinking tools and research. Scope limited to maximum size of 50 employees, across maximum of three teams, to participate in the assessment (value of \$50,000)
- Opportunity to co-create CPPA Well-Being Case Study Report
- Opportunity for input into CWWA program design with understanding that CWWA will maintain the final decision for any program design changes

### **Support us by spreading the word...**

If you can't sponsor us at this time, please support us on social media - like and share our posts and encourage other great organizations you know to apply for the award.

We're all in this together. Let's create better workplaces for everyone!

<https://www.linkedin.com/company/canadian-positive-psychology-association>

## In-Kind Services Detail Examples

CWWA Bronze Sponsors have the option of donating \$1,000 or provide equivalent or greater in-kind services. The below list provides detail examples of the desired in-kind services that would be beneficial to the program. The CWWA committee will provide final decision on the value of the in-kind services for eligibility.

- Graphic Digital Design services (e.g., logo, presentation designs, social media templates etc.)
- Public Relations and Networking. Specifically promoting the CWWA activities within your network and available channels (e.g., LinkedIn, Newsletters, Podcasts, Website, Speaking Engagements, etc)
- Delivery of one or more well-being webinars, duration 60-minutes, leveraging the latest research from the field of positive psychology and well-being. Typical topics include burnout in the workplace, building resilience, mental health stigma, physical and mental health relationship, etc.
- Delivery of typical positive psychology or well-being services such as Leadership Strengths Assessments (using VIA Strengths tool).
- Formal Advertising services - i.e. actively marketing CWWA with organizations using formal advertising/marketing methods and tools (e.g., LinkedIn Sales Navigator)
- Corporate gifting to be leveraged for door prizes, appreciation awards for judges and CWWA winners
- Positive Psychology or Well-being publishers willing to donate books or resources to be leveraged for door prizes, appreciation awards for judges and CWWA winners

## Meet the CWWA 2023 Committee

Co-Chairs: Melanie Laflamme and Lorena Krasnai

CPPA Founder and President: Louisa Jewell

Administrative Coordinator: Kelly Price

Director Adjudication: Nicole Mace

Director of Ceremony: Janet Emmett

Director Finance: Ali Sabourin

Director of Sponsorship: Julie Foxcroft

French Translator: Iris Mihaila

Manager Volunteer Engagement: Wayne Greenway

Project Manager: Kerry Singer

### **You can count on us to...**

- Stretch your sponsorship dollars
- Promote your brand in our marketing campaigns and events

Positive Psychology provides research-based interventions on how to improve well-being in the workplace and supporting happier people for a happier world.

Please join us in the movement to share proven practices which help organizations and employees in Canada thrive.

Contact us at [marketing@cppa.ca](mailto:marketing@cppa.ca) if you would like to explore a sponsorship or if you are interested in becoming a member today at [www.cppa.ca](http://www.cppa.ca).