



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



CANADIAN WORKPLACE WELL-BEING AWARDS

PRESENTED BY

THE CANADIAN POSITIVE
PSYCHOLOGY ASSOCIATION

AND

canada  | Workplace Strategies
for Mental Health
www.clwsmh.com

Sponsorship Opportunity



Kim Rigden, Chair

Letter from the Chair

Dear Sponsor,

The incredible resilience and potential of employees when given the right support continue to drive workplace transformations today. Employees are seeking meaning, well-being, and alignment with their values, while organizations face challenges in retaining talent, addressing mental health concerns, and building resilient teams. The Canadian Workplace Well-Being Awards (CWWA) is at the forefront of recognizing and supporting companies that are meeting these challenges head-on and making an extraordinary difference in the lives of their employees.

Research continues to show that organizations that prioritize employee well-being benefit from higher retention rates, increased productivity, and stronger organizational sustainability. Gallup's 2024 State of the Global Workplace Report highlights that 41% of employees globally report experiencing a lot of stress, a reality highlighted by teams globally struggling to balance workload and well-being. This underscores the urgency of creating interventions that reduce stress and foster supportive environments. Additionally, 20% of employees report feeling daily loneliness, which is strongly linked to decreased engagement and performance. Gallup research shows that employees with a best friend at work are more productive, engaged, and innovative—demonstrating the power of workplace connections in driving success.

Millennials and Gen Z make up 63% of the workforce in 2025 and their well-being has declined yet they prioritize work-life balance. What does this mean for organizations? The importance of targeted interventions to meet the needs of this demographic will attract the best talent. It is that simple. With employee engagement being a significant factor in overall life experiences, workplace programs that prioritize psychological safety, social connections, and meaningful work are essential to fostering thriving teams.

With generous contributions from sponsors like you, the CWWA has grown tremendously since its inception. Last year, we celebrated eight winners across various sectors and sizes, showcasing innovative practices that leaders can adapt and implement. Maintaining this momentum is essential, and support is needed to elevate these efforts to the next level.

Your sponsorship does more than fund an awards program; it fuels a national movement rooted in the mission to foster workplaces where people thrive, innovate, and connect in meaningful ways. Now, more than ever, your support is crucial to sustaining this momentum and creating lasting change. Here's how your support will make an impact:

- **Promoting Evidence-Based Well-Being:** Supporting initiatives that address stress, engagement, and employee satisfaction through targeted interventions ensures organizations see measurable benefits. For example, engaged employees in supportive environments report lower levels of stress, worry, and burnout, as well as higher life satisfaction.
- **Creating Collaborative Learning Spaces:** Sponsors contribute to networking opportunities that bring together workplace well-being champions and allow for cross-organizational learning. Research demonstrates that fostering connections and shared best practices significantly enhances the effectiveness of well-being programs.
- **Driving Industry Innovation:** By supporting the CWWA, you help drive innovative solutions that go beyond traditional approaches. For example, organizations that prioritize psychological safety—a key factor highlighted in Gallup’s findings—see substantial gains in collaboration, creativity, and employee retention.

This year, we are aiming to broaden our reach and deepen our impact by increasing participation, enhancing our awards program, and sharing the success stories of forward-thinking companies on an even larger scale. To do this, we need your help.

Whether as a Bronze, Silver, Gold, or Platinum sponsor, your contribution will stretch beyond financial support—it will be a direct investment in healthier workplaces and stronger, more resilient organizations. For those able to partner at higher sponsorship levels, there are exclusive opportunities to collaborate with the CWWA on developing well-being programs, sharing best practices, and providing thought leadership in this critical area.

I invite you to join us in this vital mission. Your sponsorship will not only help improve the working lives of countless employees but will also position your organization as a leader in supporting well-being and sustainable growth. Together, we can build a better workplace environment across industries and regions—one where employees are not just surviving but truly thriving.

Let’s create this future together. Support is deeply appreciated, recognizing its critical role in fostering healthier workplaces. I look forward to welcoming you as a valued partner in our journey.

Sincerely,



Kim Rigden
Chair, Canadian Workplace Well-Being Awards
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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 12 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 Canadian Positive Psychology Association is excited to present the fifth **Canadian Workplace Well-Being Awards (CWWA)**, a celebration of organizations committed to fostering environments where people thrive.

As companies increasingly prioritize workplace well-being, many have already taken significant steps toward positive change. The results speak for themselves: improved productivity, profitability, creativity, and, most importantly, enhanced well-being for their teams.

The CWWA recognizes and highlights these achievements by shining a light on companies whose initiatives are rooted in the principles of positive psychology. These programs are designed to elevate happiness, psychological well-being, and a sense of purpose at work—leading to meaningful outcomes for individuals and organizations alike.

What the Awards Represent

The CWWA and its **Virtual Celebration Event** are more than just a platform for recognition. They offer an opportunity to learn from the success stories of innovative organizations and encourage leaders across industries to adopt continuous improvement strategies for workplace well-being.

Why Companies Should Participate

Organizations that participate in the Canadian Workplace Well-Being Awards will gain:

- **Recognition for Investment:** Acknowledgment of their commitment to supporting the well-being of their employees.
- **Deeper Insights:** Practical understanding of how positive psychology programs are designed, implemented, and measured for impact.
- **Actionable Results:** Discover ways to enhance organizational outcomes, including profitability, creativity, and operational efficiency, by investing in employee well-being.
- **Collaborative Learning:** Engage with other forward-thinking organizations, exchanging ideas and best practices.
- **A Growing Movement:** Be part of the ongoing effort to normalize, equalize, and expand access to employee and leadership well-being programs.

Together, we can continue to build workplaces where people don't just work—they thrive. Let's create environments where every employee can show up as their best self, contribute meaningfully, and experience the benefits of a well-being-first approach.

Timeline

Applications Open: **March 14, 2025, to June 27, 2025**

Early Bird Discount: **March 14, 2025, to April 25, 2025**

Award Winners Notified: by **October 15, 2025**

Virtual Award Ceremony: **November 5, 2025**

Sponsorship Levels

Become a sponsor and contribute to the movement! Support the organizations driving well-being in Canadian workplaces and create a ripple effect that promotes healthier, more productive communities.

Hallmark/Title Sponsor - \$25,000

Exclusive recognition as the **Title Sponsor**—**Not Available:**
Generously provided by Workplace Strategies for Mental Health compliments of Canada Life

- Co-branded with CPPA as the **lead sponsor** for the Canadian Workplace Well-being Awards
- Opportunity to **announce the winners and deliver a speech** at the event
- **Five complimentary CPPA memberships** (one year)
- Collaboration opportunity to **co-create a Well-being Case Study Report** with CPPA
- Input into CWWA program design (final design decisions rest with CWWA)
- **Exclusive invitation to the Celebration Awards Event**

Platinum Sponsor - \$10,000

- Recognition as a **Platinum Sponsor** with logo placement in all CWWA event communications
- **Five complimentary CPPA memberships** (one year)
- VIA Workplaces at their Best package (*Total package value: \$10,000, delivered within a year*)
 - VIA Character Strengths Individual Assessment for all employees
 - 3 Strengths-Based Culture virtual webinars (60-90 minutes)
- **Exclusive invitation to the Celebration Awards Event**

Gold Sponsor - \$5,000

- Recognition as a **Gold Sponsor** with company logo in CWWA event communications
- Complimentary invitation to all CPPA-hosted webinars supporting CWWA events
- **Five complimentary CPPA memberships** (one year)
- Strengths-Based Culture virtual webinar (60-90 minutes) including VIA Character Strengths Individual Assessment & Team report for all employees. (*Total package value: \$5,000 delivered within a year*)
- **Exclusive invitation to the Celebration Awards Event**

Silver Sponsor - \$2,500

- Recognition as a **Silver Sponsor** with company logo in CWWA event communications
- Complimentary invitation to all CPPA-hosted webinars supporting CWWA events
- Opportunity to participate in a **joint social media campaign**
- **One complimentary CPPA membership** (one year)
- **Exclusive invitation to the Celebration Awards Event**

Bronze Sponsor - \$1,000 or In-Kind Services

- Recognition as a **Bronze Sponsor** with company logo in CWWA event communications
- Complimentary invitation to all CPA-hosted webinars
- Complimentary access to the **CPPA Workplace Well-being Case Study Report**
- **Exclusive invitation to the Celebration Awards Event**

In-Kind Sponsorships (Community Tier - 50-\$999)

- Targeted at small businesses or service providers interested in supporting the event through services/products rather than monetary contributions
- Contribution examples include design, marketing, AV equipment, or prizes for the event
- Recognition as a **Community Sponsor** with logo inclusion on select event materials
- Complimentary access to CPPA event webinars
- **Exclusive invitation to the Celebration Awards Event**

Custom Sponsorship Opportunities

Can't find the perfect fit? Let us create a custom sponsorship package to meet your specific goals. Contact us to discuss flexible options tailored to your company's objectives.

Early-Bird Bonus Offer

Secure your sponsorship before May 1, 2025, and receive a bonus benefit:

- Early sponsor recognition across our digital channels
- Highlighted logo placement in pre-event promotional materials
- Additional free CPPA membership for one extra individual

Post-Event ROI Reporting

All sponsors will receive a **post-event impact report** summarizing:

- Audience reach and exposure metrics
 - Social media and digital campaign engagement
 - Sponsor visibility at the event
-

Ready to Sponsor and Shape Canada's Workplace Well-being Landscape?

Contact us at cwwa@coppa.ca to confirm your sponsorship and contribute to creating healthier, thriving workplaces across Canada!

Support us by spreading the word...

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 (\$1000) Sponsors and In-Kind Sponsors (\$500) have the option to provide equivalent or greater in-kind services. The below list provides detailed examples of the desired in-kind services that would be beneficial to the program. The CWWA committee will provide a 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 2025 Committee

Chair: Kim Rigden

Immediate Past Chair: Melanie Laflamme

CPPA Founder and President: Louisa Jewell

Administrative Coordinator: Kelly Price

Coordinator Well-Being Awards: Robina Yasin

Graphic Design- Maria Rivera

Director of Finance: Ali Sabourin

French Translator: Iris Mihaila

Manager Volunteer Services: Wayne Greenway

Co Facilitator Winners Learning Circle: Janet Emmett

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 cwwa@cppa.ca if you would like to explore a sponsorship or if you are interested in becoming a member today at www.cppa.ca.