



# CIT Forging Partnerships through Community

**CIT Canadian  
Summit**

**October 19-21, 2026  
Hamilton, Ontario**

**SPONSORSHIP PROSPECTUS**





# Crisis Intervention Team (CIT) Program: A Community Partnership for Mental Health Crisis Response

## What is CIT?

The Crisis Intervention Team (CIT) program is a comprehensive community partnership that transforms how communities respond to mental health and substance use disorder crises. Rather than simply being a police training program, CIT represents a collaborative approach that brings together law enforcement, behavioral health professionals, individuals with lived experience of mental illness and substance use disorder, their families, and community stakeholders to create more effective, compassionate crisis response systems.

The CIT model, known as the “Memphis Model,” was pioneered in 1988 following a tragic incident in Memphis, Tennessee. What began as a local innovation has since spread throughout the United States and internationally, demonstrating its effectiveness across diverse communities and cultures.

CIT creates a structured forum for ongoing problem-solving regarding interactions between criminal justice and mental health systems. By adhering to best practice standards defined by CIT International through research and experience, communities can build programs that endure and evolve to meet changing needs.

The strength of CIT lies not in any single component, but in its comprehensive approach to system reform. Communities that embrace the full CIT model—including training, system improvements, advocacy, and partnership development—create lasting foundations for supporting their most vulnerable residents while building more effective, humane crisis response capabilities that benefit the entire community.

# Contents

A Community Partnership for Mental Health Crisis Response	2
Welcome to Partnership Opportunities	5
Sponsorship Opportunities	6
À La Carte Sponsorship Opportunities	8
Additional À La Carte Options	9
CIT International Conference Exhibitor Opportunities	11
CIT International	12





# Welcome to Partnership Opportunities

## 2026 Canadian Crisis Intervention Team (CIT) Summit

### Dear Esteemed Partner,



We're delighted to invite you to sponsor the 2026 Canadian CIT Summit, taking place **October 19-21, 2026, in Hamilton, Ontario**. This year's theme, "**Forging Partnerships: Building the Future of Crisis Care in the Steel City**," captures our vision of creating stronger, more collaborative approaches to crisis intervention across Canada.

### Why Hamilton? Why This Theme?

Hamilton, known as the Steel City, represents strength, resilience, and transformation. As Hamilton has forged its identity through industry and innovation, we are forging new partnerships that will shape the future of crisis care across our nation. In Hamilton's spirit of collaboration, we're bringing together diverse voices to build a unified, compassionate approach to crisis intervention that serves all Canadians.

### The Canadian Advantage

The Canadian CIT Summit provides a unique opportunity to engage with the distinctly Canadian landscape of crisis intervention, that includes:

- **Incorporating Indigenous-informed practices** and cultural safety approaches
- **Serving Rural and remote communities** that require unique crisis intervention strategies
- **Overcoming Provincial healthcare integration** and policy innovation
- **Promoting Community-based mental health** and harm reduction models

### Building Tomorrow's Crisis Care Network

As our sponsor, you'll be connecting with Canada's leading crisis intervention professionals, including:

- **Crisis intervention teams** from coast to coast to coast
- **National, provincial, and municipal law enforcement** officers
- **Mobile Crisis Response Teams**
- **Mental health professionals** and peer support specialists
- **Indigenous community leaders** and cultural advisors
- **Healthcare administrators** and policy makers
- **Academic researchers** and innovative practitioners

### Your Partnership, Our Shared Vision

Your sponsorship represents more than financial support—it's an investment in Canadian communities and a commitment to ensuring that every person experiencing crisis receives compassionate, culturally appropriate, and effective care. In return for your investment in helping crisis responders, your organization will gain visibility among decision-makers who are actively shaping crisis intervention policies and practices across Canada.

**Ready to help build the future of Canadian crisis care?** Please explore the sponsorship and exhibitor opportunities detailed in this prospectus and contact us to discuss how we can create a partnership that aligns with your organization's goals and values.

Sincerely,  
Bart Oates  
*Executive Director*  
*CIT International*

# Sponsorship Opportunities

	Premium (Title) Sponsor - \$25,000* (Exclusive - Limited To 1)	Platinum Partners - \$15,000* (Limited To 3)
Recognition & Branding	<p>“2026 CIT International Canadian Summit – Presented by [Your Organization]”</p> <ul style="list-style-type: none"> <li>Summit officially named with your organization</li> <li>Exclusive “Presenting Sponsor” logo on all Summit signage and materials</li> <li>Company logo integrated into official Summit branding</li> <li>Prominent Logo placement at all General Sessions</li> <li>Recognition at all General Sessions</li> <li>2 Branded Summit welcome banners to be displayed at prominent locations</li> </ul>	<ul style="list-style-type: none"> <li>“Platinum Partner” designation across all Summit signage and materials</li> <li>Recognition during all General Sessions</li> <li>Recognition as a co-sponsor of a major Summit element</li> <li>Branded signage at registration and networking areas</li> </ul>
Speaking & Content Opportunities	<ul style="list-style-type: none"> <li>5-minute opening ceremony keynote address</li> <li>Opportunity to provide video message of 1 minute to be shown at the General Sessions</li> <li>Recognition during all meal functions and breaks</li> </ul>	<ul style="list-style-type: none"> <li>Co-sponsorship of one General Session with introduction privileges</li> <li>2-minute speaking opportunity during sponsored session</li> <li>30 Second promotional video shown during sponsored General Session</li> </ul>
Hospitality & Access	<ul style="list-style-type: none"> <li>10 complimentary full Summit registrations</li> <li>Private meeting space for sponsor to use throughout the Summit</li> <li>Reserved seating table at all General Sessions (up to 10 people)</li> </ul>	<ul style="list-style-type: none"> <li>6 complimentary full Summit registrations</li> <li>Reserved booth location selection (second tier after Title Sponsor)</li> </ul>
Exhibition & Marketing	<ul style="list-style-type: none"> <li>Complimentary 10x10 foot exhibit booth in a premium location</li> <li>Attendee contact list provided 2 weeks before Summit, 1 week before Summit and at Summit completion</li> <li>Custom email blast to full attendee database (content approved by CITI)</li> <li>Complimentary Virtual Exhibit Booth</li> </ul>	<ul style="list-style-type: none"> <li>Complimentary 10x10 foot exhibit booth with preferred location</li> <li>Attendee contact list provided 1 week before the Summit and at Summit completion</li> <li>Featured placement on Summit website and mobile app</li> <li>Logo inclusion in all email marketing campaigns</li> <li>Banner advertisement on mobile app</li> <li>Complimentary Virtual Exhibit Booth</li> </ul>
Digital & Technology Integration	<ul style="list-style-type: none"> <li>Splash Screen Advertisement on Summit App</li> <li>Prominent logo placement on Summit mobile app home screen</li> <li>Prominent logo placement on Summit landing page</li> <li>Custom push notification capability (2 messages during Summit)</li> <li>Social media partnership campaign across CITI platforms</li> <li>Banner Advertisement on Summit App</li> </ul>	

(\* \$CAD)

## Ready to be a Sponsor?

Contact us today at [conference@citinternational.org](mailto:conference@citinternational.org) to get started or for any questions.

	<b>Gold Partners - \$7,500*</b> <i>(Limited To 6)</i>	<b>Silver Partners - \$5,000*</b> <i>(Limited To 10)</i>	<b>Bronze Supporters - \$2,500*</b> <i>(Unlimited)</i>
Recognition & Branding	<ul style="list-style-type: none"> <li>• “Gold Partner” designation on Summit signage and materials</li> <li>• Recognition at all General Sessions</li> </ul>	<ul style="list-style-type: none"> <li>• “Silver Partner” recognition on Summit signage and materials</li> <li>• Recognition at all General Sessions</li> </ul>	<ul style="list-style-type: none"> <li>• “Bronze Supporter” recognition on Summit signage and materials</li> <li>• Recognition at all General Sessions</li> </ul>
Hospitality & Access	<ul style="list-style-type: none"> <li>• 4 complimentary full Summit registrations</li> <li>• Priority exhibit booth location selection (After Premium and Platinum have selected locations)</li> </ul>	<ul style="list-style-type: none"> <li>• 2 complimentary full Summit registrations</li> <li>• Standard exhibit booth assignment (After Premium, Platinum and Gold have selected locations)</li> </ul>	<ul style="list-style-type: none"> <li>• 1 complimentary full Summit registration</li> <li>• Standard exhibit booth assignment (After Premium, Platinum Gold and Silver have selected locations)</li> </ul>
Exhibition & Marketing	<ul style="list-style-type: none"> <li>• Complimentary 10x10 foot exhibit booth</li> <li>• Attendee contact list provided 1 week before the Summit and at Summit completion</li> <li>• Logo placement on Summit website and mobile app</li> <li>• Mobile app banner advertisement</li> <li>• Inclusion in Summit registration emails</li> <li>• Complimentary Virtual Exhibit Booth</li> </ul>	<ul style="list-style-type: none"> <li>• Complimentary 10x10 foot exhibit booth</li> <li>• Attendee contact list provided after Summit</li> <li>• Logo placement on Summit website and mobile app</li> <li>• Logo inclusion in registration confirmation emails</li> <li>• Complimentary Virtual Exhibit Booth</li> </ul>	<ul style="list-style-type: none"> <li>• Complimentary 10x10 foot exhibit booth</li> <li>• Attendee contact list provided after the Summit</li> <li>• Logo placement on Summit website and mobile app</li> <li>• Logo inclusion in registration confirmation emails</li> <li>• Complimentary Virtual Exhibit Booth</li> </ul>

(\* \$CAD)



# À La Carte Sponsorship Opportunities

Available as add-ons to any tier or as standalone sponsorships

<p><b>Exclusive Summit Bag Sponsorship - \$8,000*</b></p> <p>Exclusive Opportunity - Only One Available</p> <p>Note: This option is only available if two organizations have not claimed shared sponsorship of the Summit bags.</p>	<p><b>Shared Summit Bag Sponsorship - \$5,000* (Limit 2)</b></p> <p>Note: This option is only available if an organization has not claimed exclusive sponsorship of the Summit bags.</p>	<p><b>Summit Lanyard Sponsorship - \$6,000*</b></p> <p>Exclusive Opportunity - Only One Available</p>
<p><b>What's Included:</b></p> <ul style="list-style-type: none"> <li>Your logo prominently displayed on all 600 plus Summit bags</li> <li>Custom bag design consultation and part of approval process</li> <li>High-quality, reusable tote bags that attendees will use long after the Summit</li> <li>Photo opportunities during bag distribution</li> <li>Recognition in the mobile app as "Official Summit Bag Sponsor"</li> <li>Social media features showcasing your branded bags</li> <li>Opportunity to include one promotional item inside each bag</li> <li>2 complimentary full Summit registrations</li> </ul>	<p><b>What's Included:</b></p> <ul style="list-style-type: none"> <li>Your logo prominently displayed on all 600 plus Summit bags</li> <li>Custom bag design consultation and part of approval process</li> <li>High-quality, reusable tote bags that attendees will use long after the Summit</li> <li>Photo opportunities during bag distribution</li> <li>Recognition in the mobile app as "Official Summit Bag Sponsor"</li> <li>Social media features showcasing your branded bags</li> <li>Opportunity to include one promotional item inside each bag</li> <li>1 Complimentary full Summit Registration (1 per partner)</li> </ul>	<p><b>What's Included:</b></p> <ul style="list-style-type: none"> <li>Your company logo printed in two locations on all Summit lanyards</li> <li>Custom lanyard design in your brand colors</li> <li>Logo design and production oversight</li> <li>Recognition as "Official Lanyard Sponsor" in all materials</li> <li>Mobile app recognition and sponsor spotlight</li> <li>Photo documentation of branded lanyards in use</li> </ul>
<p><b>Visibility Impact:</b></p> <ul style="list-style-type: none"> <li>Every Summit attendee receives and carries your branded bag</li> <li>Bags used throughout the 3-day Summit for materials collection</li> <li>Extended brand exposure as attendees travel home with bags</li> <li>Professional networking tool as attendees use bags post-Summit</li> </ul>	<p><b>Visibility Impact:</b></p> <ul style="list-style-type: none"> <li>Every Summit attendee receives and carries your branded bag</li> <li>Bags used throughout the 3-day Summit for materials collection</li> <li>Extended brand exposure as attendees travel home with bags</li> <li>Professional networking tool as attendees use bags post-Summit</li> </ul>	<p><b>Visibility Impact:</b></p> <ul style="list-style-type: none"> <li>Continuous brand exposure as every attendee wears the lanyard for the entire Summit</li> <li>Professional identification tool that connects attendees with your brand</li> <li>High-visibility placement at chest level during all Summit activities</li> <li>Networking conversation starter as attendees notice the quality branded lanyards</li> <li>Extended use potential if lanyards are retained for other professional events</li> </ul>

**Ready to be a Sponsor?**

Contact us today at [conference@citinternational.org](mailto:conference@citinternational.org) to get started or for any questions.

(\* \$CAD)



# Additional À La Carte Options

## Mobile App Splash Screen - \$5,000\* (if no premium sponsor by July 1, 2026)

- Your logo on the Summit app opening screen for duration of the Summit and for 30 days post Summit
- Custom welcome message capability
- Usage analytics provided post-Summit

## Summit Wi-Fi Sponsorship - \$4,500\*

- Custom Wi-Fi network name featuring your organization
- Branded login page with your messaging

## Coffee Break Sponsorship - \$4,000\* each

- Afternoon, or networking break sponsorship
- Branded signage at all refreshment stations
- Push Notification on App recognizing sponsor
- 2 sponsored breaks available per day

## Notebook & Pen Set - \$5,500\*

- Custom branded notebooks and pens for all attendees
- Logo design and production oversight
- Distributed in Summit bags or at registration

## Hotel Key Card Sponsorship - \$6,000\*

- Branding on room key cards at Summit hotel
- Estimated 800+ room nights = 2,400+ impressions
- Design consultation and production management

## Exclusive Benefits For Early Commitments Sign by December 31, 2025:

- 10% discount on total sponsorship investment
- First choice of booth locations within your Sponsorship tier
- Priority selection of à la carte opportunities

(\* \$CAD)





# CIT Canadian Summit Exhibitor Opportunities

Not ready for all the incredible benefits of being a Summit sponsor but still want to be involved?

*Why not be an Exhibitor?*

## Exhibitor Rates

Regular: \$ 1,000

Non-Profits: \$ 700

## What's Included

Your exhibitor package comes with:

- 10' x 10' Exhibit Booth with draped back wall and sides
- 8' Table
- 2 Chairs
- Virtual Exhibit Booth#
- 2 Exhibitor passes\*
- Complimentary Lead Retrieval System

\*Exhibit passes allow exhibitors into Summit space to staff their exhibit table as well as attend Summit workshops and General Sessions. Please note that meals and the Networking Event are not included but can be purchased separately.

# Virtual exhibit booths are accessible on the Summit App and allow you to use your company's branding, upload documents and videos, and provide more visibility for your company. CIT International incentivizes this virtual add-on by rewarding attendees when they visit your virtual booth.

## Optional Add-Ons

Enhance your exhibitor experience with these optional upgrades:

### Meals/Networking Event - \$350

This add-on covers all meals, all coffee breaks, and the always popular Networking Event, allowing you to maximize your networking opportunities throughout the Summit.

### Premier Placement on Summit App - \$750

Your company logo will be displayed prominently on the main screen of the Summit App, ensuring maximum visibility throughout the event.

### Attendee Email List

You will receive a listing of all Summit attendees (who have opted in), their email address, organization and State.

- One week prior to the Summit and post-Summit \$1,000
- Post Summit Only \$750

## Ready to exhibit?

Contact us today at [conference@citinternational.org](mailto:conference@citinternational.org) to get started or for any questions.



# CIT International

CIT International is the organizational body that supports and promotes the Crisis Intervention Team model globally. Founded to standardize and expand CIT programs, the organization serves as a resource hub for communities wanting to implement or improve their crisis response systems.

## **CIT International's activities include:**

- Training and certification: Providing standardized CIT training curricula and instructor certification programs
- Technical assistance: Offering guidance to communities developing new CIT programs
- Research and evaluation: Supporting studies on CIT effectiveness and best practices
- Networking: Facilitating connections between CIT programs worldwide through conferences and communication platforms
- Resource development: Creating training materials, toolkits, and educational resources
- Advocacy: Promoting the CIT model as an evidence-based approach to crisis response

The organization works to ensure that CIT programs maintain fidelity to the original Memphis model while adapting to local community needs and contexts.



[citcanada26.vfairs.com](http://citcanada26.vfairs.com)