



SPONSORSHIP PACKAGE

2025

Dennis Squires Memorial Basketball Tournament
May 29 - June 1, 2025
Newfoundland and Labrador Sports Centre



WWW.DENNISSQUIRES.CA

ABOUT US



NEWFOUNDLAND AND LABRADOR'S LARGEST CHARITY BASKETBALL TOURNAMENT IN SUPPORT OF MENTAL HEALTH AND SUICIDE PREVENTION

This year marks the 5th anniversary of the Dennis Squires Memorial Basketball Tournament (DSMT). The tournament will begin May 29, 2025 in recognition of Mental Health Awareness Month at the Newfoundland and Labrador Sports Centre. This tournament is the single largest fundraising event in support of mental health and suicide prevention in the basketball community and will benefit The Canadian Mental Health Association NL. Mental health and suicide can be incredibly difficult to talk about but this tournament creates a safe, judgement free, interactive space for all those involved, helping destigmatize suicide and mental health, advance the conversation and raise awareness for suicide prevention.

DENNIS SQUIRES

January 13, 1991 - August 29, 2018

Son, Brother, Uncle, Teammate and True Friend

Dennis was a beloved and active member in the NL basketball community who lost his life at the age of 27 by suicide. For this reason, Dennis' family along side Rock Sports host the annual basketball tournament to share his passion for the game and to raise money and awareness for suicide prevention and the mental health needs of individuals.

*"Don't get too hard on yourself, it's progress not perfection.
Give yourself a break sometimes" - Dennis Squires*





JON PYE
Co-Founder/Director



LORI LETTO
Co-Founder/Director

MEET

**OUR
TEAM**



RYAN HARNETT
Director



BENEFICIARY

The Canadian Mental Health Association Newfoundland & Labrador branch facilitates access to the resources people require to maintain and improve mental health and community integration, build resilience, and support recovery from mental illness.



DSMT is proud to direct our support and fund-raising efforts towards The Canadian Mental Health Association (CMHA-NL).

1 in 5 Canadians at some point in their life will personally experience a mental health problem or illness. CMHA-NL is working hard to eliminate the stigma surrounding suicide and its causes, to facilitate access to resources needed to maintain and improve mental health, encourage those who are suffering from mental illness to seek treatment and advocate on behalf of individuals experiencing mental illness.

Suicide is the second leading cause of death among Canadians under 25 years-old, and for every person lost to suicide, many more experience thoughts of suicide or suicide attempts. Since the COVID-19 pandemic, this public health crisis has been accelerated and calls for suicide prevention resources are more important now than ever before.

A major goal of this tournament is to show support for the families of more than 4000 Canadians who die by suicide each year, an average of 10 suicides per day.



“Newfoundland and Labrador reports the highest rates of poor mental health (30% compared to 26.1%). It also reports the highest rate of self-harm among the provinces, at a rate of 94.2 per 100,000. The suicide rate in Newfoundland and Labrador matches the national rate of 10.9/100,000 people.”

NL | The State of Mental Health in Canada 2024

THE TOURNAMENT

32 TEAMS
MENS AND WOMENS
DIVISIONS

Planning for the DSMT began in 2018 shortly after the loss of Dennis. With suicide being the second leading cause of death among males between the ages of 20 and 29 we planned an all male tournament consisting of 12+ teams participating each year. Over the next few years, the tournament grew and received overwhelming interest from players of all ages, male and female. We are thrilled to announce for the first time this year's tournament will include a **Women's Division!**

While basketball brings us together, this tournament has a positive impact on mental health in our community on and off the court. It's bigger than basketball.

2025 DSMT will feature 32 teams, divided into men's and women's divisions, representing all skill levels. Our goal with the continued support of community and sponsors will be the addition of a High School Division in 2026.



SUPPORT US



Please consider sponsoring DSMT, and join us in our mission to provide individuals with accessible, safe and secure mental health resources. We can all do our part in helping to prevent suicide. You are not only helping build awareness but are doing your part in normalizing mental illness.

We welcome and value in-kind donations for canteen, door prize, player registration packages, Player of the Game, tournament MVP's, and much more. Benefits and recognition for in-kind donations will be negotiated based on the value and relevance of the contribution.

TO DONATE OR SPONSOR CONTACT

Phone: 709.753.8550 ext. 108

Toll Free: 1.877.753.8550 ext. 108

Email: lfeltham@cmhanl.ca

**Address: Canadian Mental Health Association
Newfoundland and Labrador Division
603 Topsail Road
St. John's, NL A1E 2E1**

Sponsorship Package



*
\$5,000

HALL OF FAMER

- The highest level of sponsorship, including top-tier benefits such as
- Prime logo placement on area signage, website & social platforms
 - Logo placement on official DSMT player warm up shirts
 - Option to place promotional item in player packages
 - Free tournament admission
 - Two tournament shirts
-

*
\$2,500

MVP (4 Available)

- Mid-level sponsorship with significant benefits such as
- Prominent logo placement on area signage, website & social platforms
 - Naming rights of a court with advertisement on tournament bracket
 - Option to place promotional item in player packages
 - Free tournament admission
 - One tournament shirt
-

*
\$1,000

ALL STAR

- Entry-level sponsorship with benefits like
- Logo placement on area signage, website & social platforms
 - Option to place promotional item in player packages
 - Free tournament admission
 - One tournament shirt
-

*
\$500

GAME CHANGERS

- Sponsorship with benefits like
- Logo placement on area signage, website & social platforms
 - Option to place promotional item in player packages
 - Free tournament admission

2025

THANK YOU

Sponsorship Package

We thank you for taking the time to consider supporting the 5th Annual Dennis Squires Memorial Basketball Tournament in support of mental health and suicide prevention.



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