



# SPONSORSHIP PACKAGE

2026

Dennis Squires Memorial Basketball Tournament  
June 10 - 14, 2026  
Newfoundland and Labrador Sports Centre



[www.dennissquires.ca](http://www.dennissquires.ca)

# ABOUT US

**Newfoundland and Labrador's  
Largest Charity Basketball Tournament  
Supporting Mental Health and Suicide Prevention**



The Dennis Squires Memorial Basketball Tournament (DSMT) marks its 6th anniversary on June 10, 2026, at the Newfoundland and Labrador Sports Centre. As the largest fundraising event in the basketball community for mental health and suicide prevention, DSMT supports the Canadian Mental Health Association Newfoundland and Labrador (CMHA-NL).

The tournament provides a safe, judgment-free space to discuss mental health and suicide, aiming to destigmatize these topics, encourage conversation, and raise awareness for suicide prevention.

By participating, you help foster a more open, supportive environment for mental health awareness and make a meaningful impact on lives.

**January 13, 1991 - August 29, 2018**

**Son, Brother, Uncle, Teammate and True Friend**

## DENNIS SQUIRES

Dennis was a cherished and active member of the NL basketball community. He tragically lost his life to suicide at the age of 27. In his memory, Dennis' family, in partnership with Rock Sports, established this annual basketball tournament to honor his deep love for the game and to raise vital funds and awareness for suicide prevention and mental health.

Dennis' heartfelt words continue to guide and inspire:  
*"Don't get too hard on yourself, it's progress, not perfection. Give yourself a break sometimes."*

— Dennis Squires





**JON PYE**

Co-Founder/Director



**ROCK SPORTS**



**LORI LETTO**

Co-Founder/Director

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**MEET**  
**OUR**  
**TEAM**



**RYAN HARNETT**

Director

# BENEFICIARY



Canadian Mental  
Health Association  
Newfoundland & Labrador  
*Mental health for all*

The Canadian Mental Health Association Newfoundland & Labrador (CMHA-NL) provides essential resources to support mental health, build resilience, and aid recovery. DSMT is proud to direct its efforts to CMHA-NL, a leader in combating mental health stigma and suicide.

1 in 5 Canadians will experience a mental health issue, and CMHA-NL works tirelessly to eliminate stigma, advocate for those affected, and provide vital resources. Suicide is the second leading cause of death among Canadians under 25, with many others struggling with suicidal thoughts.

This tournament honors the 4,000+ Canadians lost to suicide each year, with Newfoundland and Labrador facing the highest rates of poor mental health, self-harm, and suicide among Canadian provinces.

Your support helps CMHA-NL continue its crucial work in improving mental health care and preventing suicide.



# THE TOURNAMENT

**36 TEAMS**

**MENS AND WOMENS DIVISIONS**

Since its inception in 2018, the DSMT has become one of Newfoundland and Labrador's premier basketball events. Established in honor of Dennis Squires following his tragic passing, the tournament began with a focus on male participants, attracting over 12 teams each year to raise awareness for mental health.

The tournament has grown steadily, with increasing interest from players of all ages and genders. 2025 marked the inaugural year of the Women's Division, and due to overwhelming demand, we are excited to expand the Women's Division further in 2026 to accommodate more teams and skill levels.

The 2026 DSMT will feature 36 teams, and each year the event sells out, demonstrating the growing success and community support. This continued expansion highlights the impact of mental health awareness, both on and off the court.



# SUPPORT US

Join us in providing vital mental health resources and raising awareness for suicide prevention. By sponsoring DSMT, you're helping normalize mental health conversations and aligning your brand with a prestigious, impactful event.

As a sponsor, you'll gain valuable exposure while supporting a meaningful cause. We offer three exclusive sponsorship levels and welcome in-kind donations for items such as door prizes and player awards.

## ***Why Partner with DSMT?***

***Brand Exposure:*** Reach a dedicated audience of basketball players, families, and community members.

***Support a Vital Cause:*** Be part of an event focused on mental health and suicide prevention.

***Community Engagement:*** Align your brand with a cause that makes a real difference.

Join us for the 6th Annual DSMT, where your sponsorship will help create lasting change. Support the mental health conversation, break the stigma surrounding suicide, and be part of something bigger.

**Secure your sponsorship today  
and make a lasting impact!**



# SPONSORSHIP



## MVP

\$2000+

- Includes All-Star benefits, plus:
- Prominent logo on tournament signage and website.
- Dedicated recognition on all social platforms
- VIP Experience. Tournament admission and shirts.
- Recognition in event announcements and public communications, acknowledging your leadership in supporting mental health.

## ALL-STAR

\$1000

- Includes Starter benefits, plus:
- Premium logo on tournament signage and website.
- Recognition on all social platforms
- On-site recognition during key moments of the event.
- Receive tournament admission and shirt.
- Opportunity to distribute promotional materials on-site.

## STARTER

\$500

- Logo will appear on tournament signage and website.
- Recognition on social platforms
- Receive tournament admission

*Thank you!*  
to all our  
2025 Sponsors



## MVP SPONSORS

**PHARMASAVE<sup>®</sup>**

Commonwealth



CIBC PRIVATE WEALTH  
WOOD GUNDY

## ALL STAR SPONSORS



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# To Donate or Sponsor Contact

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Newfoundland and Labrador Division  
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St. John's, NL A1E 1R2

**Website:** [www.cmhanl.ca](http://www.cmhanl.ca)  
[www.dennissquires.ca](http://www.dennissquires.ca)

# Thank You

We thank you for taking the time to consider supporting the 6th Annual Dennis Squires Memorial Basketball Tournament in support of mental health and suicide prevention.

