



SPOKEN
LEADERSHIP & EDUCATION

zili
CARE

BEYOND WELLNESS

Authenticity, Belonging, & Care

Exploring how health and education can bring us back to care – for ourselves, our communities, and our societies.

CORPORATE SPONSORSHIP PACKAGE



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2025-2026 Sponsorship Booklet

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TUESDAY, APRIL 21ST 2026, THE GREAT HALL AT THE NEST UNIVERSITY
OF BRITISH COLUMBIA (UBC)

BEYOND WELLNESS

is a transformative gathering that invites us to explore how health and education can move beyond conventional ideas of wellness toward a deeper, more human understanding of care, authenticity, and belonging. This event will bring together thought leaders, educators, and changemakers to spark dialogue, inspire transformation, and reconnect us to the true essence of wellbeing. Hosted in the Great Hall at The Nest, UBC – a vibrant, light-filled venue that reflects both academic excellence and community spirit, providing an inspiring backdrop for meaningful dialogue and connection.



Networking Opportunities

Beyond Wellness will feature dedicated opportunities for attendees to connect, share ideas, and explore meaningful collaborations. From structured networking sessions to informal conversations, participants will have the chance to build relationships that drive collective change within their communities.

ABOUT THE EVENT

Hosted by Dr. Maryam Zeineddin and Tassan Sung – founders of Zili CARE and SPOKEN – with featured guest Dr. Gabor Maté, this conference explores how authenticity and belonging can reshape our approach to health and education. It is not simply an event, but an experience – a space to reflect, engage, and reconnect with our shared humanity.



OUR VISION

Our Goals and Objectives

→ Inspire Change

Encourage participants to embrace innovative and compassionate approaches to community health and education

→ Redefine Wellness

Explore the meaning of authenticity and belonging in shaping our individual and collective wellbeing.

→ Empower Participants

Equip attendees with practical strategies and resources to implement positive change within their fields.

→ Facilitate Collaboration

Create a platform for networking and partnership among leaders, students, and scholars from diverse backgrounds.



OUR AUDIENCE



Key Takeaways for Attendees

Beyond Wellness will attract **professionals, educators, healthcare providers, students, and leaders** who are passionate about authentic connection, wellbeing, and equity. With **400–600 expected attendees**, this event provides sponsors the opportunity to engage with a diverse and values-driven audience that seeks to create positive change in their communities.

GUEST SPEAKER



Dr. Gabor Maté

Gabor Maté (pronounced GAH-bor MAH-tay) is a retired physician who, after 20 years of family practice and palliative care experience, worked for over a decade in Vancouver's Downtown East Side with patients challenged by drug addiction and mental illness. The bestselling author of five books published in 43 languages, including the award-winning *In the Realm of Hungry Ghosts: Close Encounters With Addiction*, Gabor is an internationally renowned speaker highly sought after for his expertise on addiction, trauma, childhood development, and the relationship of stress and illness. For his ground-breaking medical work and writing he has been awarded the Order of Canada, his country's highest civilian distinction, and the Civic Merit Award from his hometown, Vancouver. His most recent book, *The Myth of Normal: Trauma, Illness and Healing in a Toxic Culture* is a New York Times and international bestseller.

His next book, co-written with his son Daniel, will be *Hello Again: A Fresh Start for Parents and their Adult Children*, based on their popular workshop.

www.drgabormate.com

PRESENTED BY

the founders of Zili CARE and SPOKEN - Dr. Maryam Zeineddin and Tassan Sung



Tassan Sung

Founder of SPOKEN

As the founder of SPOKEN, Tassan Sung provides multiple platforms to amplify the voices of current and future leaders. With a background as a financial professional, writer, and public speaker, she is a strong facilitator of leadership communication. Through SPOKEN, Tassan highlights trailblazers and innovators who drive social change and progress.

In addition to founding SPOKEN, Tassan co-founded Women's LEAD through Nicola Wealth, a platform designed to inspire through the stories of pioneering women. Her 20-year career in the financial services industry—most notably over ten years as BC District Vice President at RBC Global Asset Management—reflects her strategic expertise and leadership experience. A passionate advocate for education, Tassan holds a psychology degree from the University of British Columbia and a Master's in Higher Education Leadership from the Harvard Graduate School of Education. In 2024, she was honoured by Vancouver Magazine as one of Vancouver's "Power 50" for her transformative impact on the city, and in 2025, she received the King Charles III Coronation Medal for her work supporting vulnerable communities.

PRESENTED BY



the founders of Zili CARE and SPOKEN - Dr. Maryam Zeineddin and Tassan Sung



Maryam Zeineddin

Founder of Zili CARE

Dr. Maryam Zeineddin is a remarkable figure in healthcare with over 20 years of experience as a family doctor and health leader. A UBC physiology honours graduate and UBC Medical School alumna, she has been passionately redefining health and wellbeing for communities. Dr. Zeineddin currently serves as a clinical instructor for the UBC residency program, where she is deeply committed to educating the next generation of healthcare professionals.

Her leadership is reflected in past roles as President of the BC Family Doctors and as a negotiator for all doctors in the province via Doctors of BC, where she championed systemic change and enhanced equity in care. She was recently named “Woman of the Year” and “Change Maker” by BC Business Magazine for her preventative health platform, Zili CARE – bringing tools, insights, and a sense of community to how we care for ourselves so we can care for our communities.

SPONSORSHIP TIER LIST

Opportunities



Pick a package or customize your own

	Platinum \$15,000	Gold \$10,000	Silver \$6,000	Bronze \$3,000	Friend of the Event \$1,000
VIP Ticket Allocation	✓	✓	✓	✓	✓
Brand Visibility (Website, Digital & Event Materials)	✓	✓	✓	✓	✓
Formal Recognition (Program, Stage Mentions, etc.)	✓	✓	✓	✓	✓
Social Media Promotion	✓	✓	✓		
Networking Access	✓	✓			
Activation or Booth Opportunity	✓	✓			
Product / Gift Bag Inclusion	✓				

SPONSORSHIP TIER LIST

Opportunities



Pick a package or customize your own

Champion (Platinum) \$15,000

- 8 VIP Tickets plus 10 General
- Premier logo placement across all materials (digital, print, signage)
- Recognition from stage during opening and closing sessions
- Opportunity to share a 1-2 minute message or video
- Exclusive networking access with speakers and partners
- Option for branded activation or on-site experience
- Inclusion in press releases and media coverage

Advocate Partner (Gold) \$10,000

- 6 VIP Tickets plus 6 General
- Prominent logo placement on website, signage and digital materials
- Recognition in event program, social media, and select sessions
- Opportunity to include branded items in attendee gift bags
- Recognition in event newsletters

Supporter Partner (Silver) \$6,000

- 4 VIP tickets plus 4 General
- Logo featured on event Website and signage
- Recognition on printed program and social media
- Option to host a small booth or breakout session

Community Partner (Bronze) \$3,000

- 2 VIP Tickets plus 2 General
- Name recognition on Website and signage
- Mention in social media and thank-you posts
- Community Appreciation
- Spotlight

Friend of the Event \$1,000

- 2 VIP tickets
- Name recognition on event website and materials
- Social Media acknowledgment and gratitude

NOTE: We have prepared an array of individual competition and event sponsorship opportunities for you to choose from depending on the budget and requirements of your firm. However, we are happy to combine and customize an ideal sponsorship package for you.



WHY PARTNER WITH US

This is not just a conference – it’s a movement. A call to think beyond the status quo and reimagine the future of our collective health and wellbeing. It challenges how we define care, connection, and leadership – asking what’s possible when authenticity and belonging are placed at the center of everything we do.

Ticket Options

VIP Experience \$275

- Reserved premium seating
- Access to exclusive networking dinner reception
- Welcome Gift and refreshments
- Priority check-in and lounge access

General Admission \$175

- Access to all sessions and panels
- Entry to the wellness marketplace and community spaces
- Event gift bag and digital resources



As an individual:
You inspire awareness, reflection, and compassion – the foundations of change.



As a company:
You stand for purpose-driven impact and the wellbeing of people and the planet.



As a collective:
Together, we shape a culture of authenticity, equity, and care that moves us all forward.

Contact Us

Mark your calendars for Beyond Wellness: Authenticity, Belonging, and Care, a gathering that brings together thought leaders and changemakers to explore the future of health, education, and community wellbeing. More than an event, it's an invitation to think differently, connect deeply, and help shape a better world. Stay tuned for registration details and speaker updates as we look forward to welcoming you, guided by Dr. Maryam Zeineddin and Tassan Sung and supported by the UBC community.

For sponsorship inquiries, please contact:

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