



# ROCKIN' RECOVERY

RECOVERY DAY

THUNDER BAY & FORT WILLIAM FIRST NATION

**WHEN** September 7th, 5:00 pm - 8:00 pm

**WHERE** Marina Park

**BE PART OF THE RECOVERY MOVEMENT!**

Join us, **in person**, as we build a community of compassion and understanding, and work together to eliminate stigma related to substance abuse.



THUNDER BAY  
Drug Strategy



Fort William  
First Nation



Thunder Bay District  
Health Unit



DAC  
DRUG AWARENESS  
COMMITTEE

# ROCKIN' RECOVERY

Imagine a community that promotes a safe and supportive environment to talk about addiction and recovery.

For the past eight years, Rockin' Recovery has attracted some of the area's most high profile and passionate community supporters. We're a growing circle of leaders, community champions and change-makers, helmed by the Drug Awareness Committee (DAC), dedicated to making our community healthier and safer where everyone can thrive.

Since our inaugural Rockin' Recovery in 2014, our event has grown in caliber of talent, community attendance and sponsorship opportunities. This year we will reconnect, in person, on September 7th from 5-8 PM at Marina Park! The 2022 event will feature recovery stories, local entertainment, family-friendly activities, vendors, and community engagement opportunities. Sponsors of our all-ages event will receive positive media coverage, outstanding brand recognition, and long-term community praise and patronage.

**When you become a Rockin' Recovery Ally, you help transform the lives of individuals, families and neighbourhoods throughout our communities.**

This year we're asking YOU to be a part of the recovery movement. Let us know if you are interested in being a **#RecoveryAlly** by emailing our sponsorship committee at [tturnbull@alphacourt.ca](mailto:tturnbull@alphacourt.ca). All sponsors will receive a charitable receipt.

With gratitude and appreciation,

**Rockin' Recovery Planning Committee**



Enclosures:  
Ally Levels | Gold, Silver, Bronze, Rockin', In-Kind

# ROCKIN' RECOVERY

## #RECOVERYALLY LEVELS

### GOLD ALLY

\$2,000+

- ▶ Opportunity to provide a 30 second promotional video\* to be featured in the Rockin' Recovery recorded event footage
- ▶ Large signage\* at the event and on main stage
- ▶ Logo\* presence in the recorded event footage, to be aired following the event, with an anticipated viewership reach of 3,000+
- ▶ Logo\* presence in all radio, print, and online advertising (minimum \$10,000 value)
- ▶ Recognition on event web page and social media channels
- ▶ Logo\* included in event email signature
- ▶ Free Rockin' Ally booth at the live event (promo code will be provided)
- ▶ Thank You during on-stage announcements
- ▶ Recognition following the event

### SILVER ALLY

\$1,500+

- ▶ Signage\* at the event
- ▶ Logo\* presence in the recorded event footage to be aired following the event, with an anticipated viewership reach of 3,000+
- ▶ Logo\* presence in all print, and online advertising (minimum \$5,000 value)
- ▶ Recognition on event web page and social media channels
- ▶ Logo\* included in event email signature
- ▶ Free Rockin' Ally booth at the live event (promo code will be provided)
- ▶ Thank You during on-stage announcements
- ▶ Recognition following the event



\*Logo and booth registration to be received by August 3, 2022

# ROCKIN' RECOVERY

## #RECOVERYALLY LEVELS

### BRONZE ALLY

\$500+

- ▶ Signage\* at the event
- ▶ Recognition on event web page and social media channels
- ▶ Free Rockin' Ally booth at the live event (promo code will be provided)
- ▶ Thank You during on-stage announcements
- ▶ Recognition following the event

### ROCKIN' ALLY

\$50

Are you an **organization, crafter, vendor** who supports recovery?

Become a Rockin' Ally with a booth space to showcase the services of your organization, crafts, or local goodies.

- ▶ Rockin' Recovery will provide 1 - 6'ft table and 15 x 15 space

### IN-KIND SPONSORSHIP OPPORTUNITIES

- ▶ Signage\* at the event
- ▶ Recognition on event web page and social media channels
- ▶ Thank You during on-stage announcements
- ▶ Recognition following the event

### In-Kind support that will make our event rockin':

- ▶ Volunteer T-shirts
- ▶ Event Photographer
- ▶ Honoraria or Prizes
- ▶ Event Equipment (i.e. tents, tables, etc.)
- ▶ Food & Beverage
- ▶ Media Coverage

