



RECOVERY CAPITAL CONFERENCE OF CANADA



Toronto, Ontario

September 13-14, 2018

STRONGER CONNECTIONS = STRONGER COMMUNITIES

WHAT?

What is Recovery Capital?

Recovery Capital is the breadth and depth of internal and external resources that can be drawn upon to initiate and sustain recovery from alcohol and other drug problems.

"Stronger Connections = Stronger Communities"

Attention to Recovery Capital focuses on fostering resiliency and encompasses the strength and supports individuals and service integrate into the practice of lived recovery.

At the core of Recovery Capital is the ideas of social capital - strong therapeutic landscapes, emotional intelligence, and the pivotal experience of the sense of belonging. All of which can support recovery.

Recovery Capital is not a fixed value and can diminish during active addiction and increase during sustained recovery. The quality and quantity of Recovery Capital determines the success or failure of natural and assisted long-term recovery.

Recovery Capital Conference of Canada Toronto September 13th – 14th, 2018 - Toronto ON

The Recovery Capital Conference of Canada is an innovative two-day event designed to provide accessible, accredited, and multi-disciplinary professional education on Recovery Capital.

It will feature leading international researchers, clinicians and policy makers who will present evidence based clinical experience gained through decades of care and will touch on recovery-oriented systems of care and finding ways to reduce costs of addiction-related issues to the community by promoting recovery capital.

The Recovery Capital Conference goals are to explore the components of community and cultural Recovery Capital by fostering dialogue and mobilizing strategic focuses to effectively impact and improve individual and community Recovery Capital.

Participants will pro-actively engage in learning about the national and international efforts to lower mortality rates, opiate replacement therapy prescriptions and improve quality of life for people affected by substance use disorder and will become a part of historic, precedent-setting event of listening to the voices of recovery during an overdose epidemic affecting us all.

Most importantly, the conference will bring together stakeholders in the recovery and addiction space to discuss, share, and collaborate on the many facets of what recovery looks like today.

SPONSORS

Sponsorship Opportunities

We invite you to consider a sponsorship opportunity at this important event.

As a sponsor, you will have the opportunity to be at the forefront of the conversation on recovery, remission, cost-saving treatment shaping the future of recovery in Canada and most importantly the discussion on Recovery Capital.

The inaugural Recovery Capital Conference hosted in BC in September 2017, was sold out and feedback from sponsors, exhibitors and delegates indicated a high demand for an expanded conference Canada-wide.

Your brand will be featured prominently at the conference that is attended by 500 participants and will include awareness through advertising campaigns on social media platforms, print, radio, television media coverage.

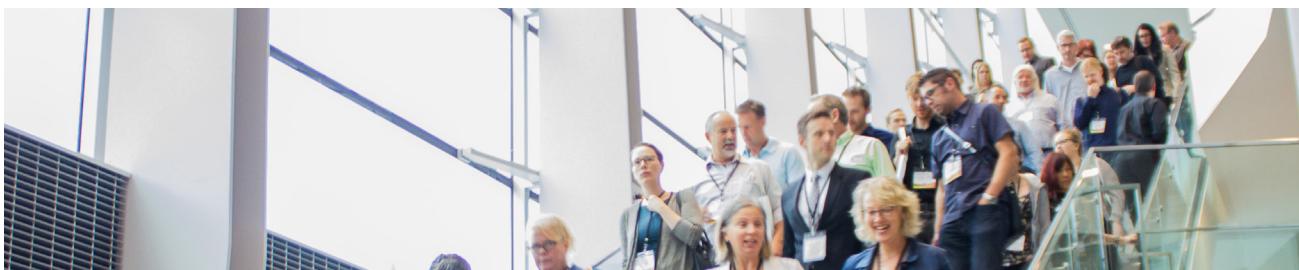
2017 coverage included:

- Over 8000 healthcare professionals
- 500 conference attendees from the healthcare and employee wellness sectors
- Over 500,000 people reached via print, radio and digital media advertising
- Television features on Global News, Daily Hive, News 1130, 980 CKNW, Post Media and the Vancouver Sun to name a few

Your sponsorship opportunities include:

- **Presenting Sponsor** @ \$20,000 *Category exclusivity applies
- **Gold Sponsors** @ \$10,000 *multiple opportunities
- **Silver Sponsors** @ \$5,000 *multiple opportunities
- **Exhibitors** @ \$2,000 *multiple opportunities

All sponsorships come with varying levels of benefits, but opportunities can also be customized and tailored to suit the needs of your organization.



INFO

ABOUT THE HOST

For over 30 years, Bellwood Health Services has provided specialized treatment to individuals and families struggling with addiction, trauma, eating disorders, and related mental health issues.

Bellwood has helped thousands of people achieve and sustain long-term recovery using evidence-based treatment rooted in the works of our co-founder Dr. Gordon Bell – a Canadian pioneer in the field of addiction medicine.

Bellwood uses a holistic approach to treatment that addresses the physical, psychological, social and spiritual aspects of health and recovery. Our programs are abstinence-based and comprehensive, with treatment for co-occurring mental health problems. Our model is based on years of research and expertise and we are accredited with Exemplary Standing by Accreditation Canada.



At Bellwood we help tap into our client's personal strengths to break the cycle of addiction, develop new skills, acquire relapse prevention strategies, and help build the foundation for a healthier and happier life.

Bellwood is proud to deliver this event in partnership with Last Door Recovery Society. This collaboration demonstrates the principles the Recovery Capital Conference was founded upon, agencies working together to help improve the lives of those they serve and those yet to come.

EVENT DETAILS

Date: Thursday September 13th – Friday September 14th, 2018

An official agenda will be released by April 1st, 2018 and will include four key-note speakers and well as six to eight breakout sessions.

Venue: The Carlu, 444 Yonge Street, 7th floor – Toronto, Ontario



DETAILS

SPONSORSHIP BENEFITS	PRESENTING \$20,000	GOLD \$10,000	SILVER \$5,000	EXHIBITOR \$2,000
Naming and category exclusivity as the Presenting Sponsor of 2018 Recovery Capital Conference, Toronto	X			
Opportunity to create an on-site brand activation experience in marquee location	X			
Site specific signage and logo recognition at allocated sponsorship location		X		
Complimentary conference registrations	6	4	2	
Logo recognition on all printed event collateral and visual presentations at the event	ALL	ALL	SOME	SOME
Logo recognition on electronic event collateral	ALL	ALL	ALL	
Personalized ad in event program	FULL PAGE	1/2 PAGE	1/4 PAGE	
Exclusive logo on Exhibitor badges	X			
Opportunity to include corporate gift in the participant kit	X	X	X	
Complimentary tickets to the evening gala hosted on Thursday September 13 th	6	4		
Logo recognition on event advertising, including print, broadcast and digital	ALL	ALL	SOME	
Logo recognition on Recovery Capital Conference website, and social media platforms (Facebook and Instagram)	ALL	MOST	SOME	SOME
Six-foot table to be used during exhibit	X	X		X

BENEFITS

Recovery Capital Sponsorship Benefits

Presenting Sponsor – Valued at \$20,000

Event Opportunities

- Naming and category exclusivity as the *Presenting Sponsor* of the 2018 Recovery Capital Conference Toronto
- Conference registration for six participants, with first choice access to workshop selection.
- Six tickets to evening gala, hosted on Thursday September 13th
- Opportunity to host, collaborate, and network with an influential and impactful audience

Promotional Benefits

- Recognition below RCC event logo on all collateral
- Premium logo recognition on all event collateral including,
 - » Save the Date & invitations (electronic format)
 - » All electronic event communication
 - » Sponsor & guest communication & e-confirmation
 - » Program sponsor page
 - » All visual presentations on-site
 - » Personalized full-page advertisement in the event program
- Verbal recognition during opening remarks on Day one of the conference
- Opportunity to include corporate gift in participant kit
- Exclusive logo on all exhibitor badges
- Six-foot table to be used during Exhibit in prime location
- Inclusion on RCC social media initiatives across all platforms including Facebook and Instagram
- Logo recognition on all event advertising, including print, broadcast and digital
- Recognition on the 2018 Recovery Capital Conference website



BENEFITS

Gold Sponsor – Valued at \$10,000

Includes choice of one custom brand recognition at one of the following opportunities:
Speaker sponsor (one of four key-note speakers), *Breakfast sponsor*, *Lunch Sponsor*, *Registration sponsor*, *Program Book Sponsor*

Event Opportunities

- Category recognition as a *Gold Sponsor* of the 2018 Recovery Capital Conference Toronto
- Conference registration for four participants, with first choice access to workshop selection
- Four tickets to evening gala, hosted on Thursday September 13th
- Opportunity to host, collaborate, and network with an influential and impactful audience

Promotional Benefits

- Premium logo recognition on all event collateral including,
 - » Invitation (electronic format)
 - » All electronic event communication
 - » Sponsor & guest communication & e-confirmation
 - » Program sponsor page
 - » All visual presentations on-site
 - » Personalized half-page advertisement in the event program
- Verbal recognition during opening remarks on Day one of the conference
- Opportunity to include corporate gift in participant kit
- Site specific signage and logo recognition at allocated sponsorship location
- Six-foot table to be used during Exhibit in prime location
- Inclusion on some RCC social media initiatives across all platforms including Facebook and Instagram
- Logo recognition on all event advertising, including print, broadcast and digital
- Recognition on the 2018 Recovery Capital Conference website

BENEFITS

Silver Sponsor – Valued at \$5,000

Event Opportunities

- Category recognition as a *Silver Sponsor* of the 2018 Recovery Capital Conference Toronto
- Conference registration for two participants
- Opportunity to host, collaborate, and network with an influential and impactful audience

Promotional Benefits

- Premium logo recognition on all event collateral including,
 - » Invitation (electronic format)
 - » All electronic event communication
 - » Sponsor & guest communication & e-confirmation
 - » Program sponsor page
 - » All visual presentations on-site
 - » Personalized quarter-page advertisement in the event program
- Inclusion on some social media initiatives across all platforms including, Facebook, Twitter, and Instagram.
- Logo recognition on all event advertising, including print, broadcast and digital
- Recognition on the 2018 Recovery Capital Conference website

Exhibitor Sponsor – Valued at \$2,000

Event Opportunities

- Category recognition as an *Exhibitor* of the 2018 Recovery Capital Conference Toronto

Promotional Benefits

- Logo recognition on some event collateral including,
 - » Some electronic event communication
 - » Program exhibitor page
 - » Some visual presentations on-site
- Six-foot table to be used during Exhibit
- Inclusion on some RCC social media initiatives across all platforms including Facebook and Instagram.

PREVIOUS KEYNOTE SPEAKERS

Dr. João Goulão, Portugal

Director-General of The General-Directorate for Intervention on Addictive Behaviours and Dependencies (SICAD) in Lisbon, Portugal



New Approach to Drug Policy -The Portuguese Experience

It's more than just decriminalization.

Dr. Neil McKeganey, Scotland

Director of the University of Glasgow's Drug Misuse Research Centre



Drugs: Breaking the Cycle

Using "Recovery Capital" to change the dynamics of communication and influence, ensuring health and well-being are at the centre of policy and planning.

Dr. John F Kelly, United States

Lead Scientist on Recovery, Harvard, Addiction Recovery Management



Dr. Claudia Black, United States

Internationally renowned addiction author, speaker and trainer



Addiction and Trauma: Strengthening Young Adult Recovery

Objectives – Recognize the relationship of emotional dysregulation to addictions, identify dynamics of developmental trauma, and list eight core elements to a healthy treatment process.

PREVIOUS SPONSORS

**HAZELDEN
BETTY FORD**
Society of Canada
Canadians helping Canadians



NEW WESTMINSTER

BRITISH COLUMBIA
CENTRE ON
SUBSTANCE USE

Canadian Mental
Health Association
Association canadienne
pour la santé mentale

Canadian Centre
on Substance Use
and Addiction

OUTFRONT
media

TOGETHER WE CAN
Addiction Recovery & Education Society

Homewood
Health | Santé

LAST
DCSR

WESTMINSTER
HOUSE

Vancity

WORK SAFE BC
WORKING TO MAKE A DIFFERENCE

Alliance Medical Monitoring Inc.

Sunshine Coast
Health Centre
A Non 12-Step Program

ORCHARD
RECOVERY CENTER

ST paul's
FOUNDATION

CKNW
NEWS · TALK
AM 980

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JACK
96.9™

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1130™

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COMMUNITY NEWS MEDIA

DAILYHIVE

ANVIL CENTRE
NEW WESTMINSTER

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SPONSORS

Application Form



BELLWOOD EHN CANADA

Company: _____ Contact: _____

Email: _____ Phone: _____ Fax: _____

Address: _____ Prov/State: _____ Postal Code: _____

We understand that by remitting this agreement to the organizers of the 2018 Recovery Capital Conference of Canada - Toronto, we are contractually obligated to provide payment in full prior to the conference dates. By Signing this agreement we acknowledge that we are responsible for the amount of our selected support (indicated below). We understand that we cannot forfeit or reduce our support once this agreement is signed.

X _____ Name: _____ Date: _____

Trade booths are an integral part of the Recovery Capital Conference of Canada, Toronto.

Please confirm if you will be setting up a booth, and the number of exhibitor staff that will be attending:

(circle one)

Exhibitor Booth YES / NO Number of Staff 1 / 2

Please indicate your level of support below:

- | | |
|----------|---|
| \$20,000 | Presenting Sponsor <input type="checkbox"/> |
| \$10,000 | Gold Sponsor <input type="checkbox"/> |
| \$5,000 | Silver Sponsor <input type="checkbox"/> |
| \$2,000 | Exhibitor <input type="checkbox"/> |

Payment Information:

Please make out Cheques payable to "Edgewood Health Network" and mail them along with this form to:

C/O Edgewood Health Network Canada
175 Brentcliffe Road
Toronto, Ontario
Canada M4G 0C5

For more information:

Email: events@ehncanada.com

or

Phone: 416-659-5259

Ask for Kalandra



RECOVERY CAPITAL CONFERENCE OF CANADA



Stronger Connections = Stronger Communities

www.recoverycapitalconference.com

Dedicated to those we've lost, and those we've yet to help.