

CANADA'S LARGEST MENTAL HEALTH AND ADDICTION RECOVERY CAMPAIGN

ALBERTA YEAR OF RECOVERY

Alberta Recovery Conference

April 3 - 4, 2024

-

Calgary Sober Stampede

July 6th 2024



Healthy people create healthy communities, healthy workplaces, and healthy economies.

Alberta is leading the world in building recovery capital. This campaign will reach hundreds of thousands of people across the province, the country, and the world.

ALBERTA YEAR OF RECOVERY 2024 SPONSORSHIP INVITATION

This is an exciting opportunity to make a real impact as a leader in our communities, by supporting efforts to overcome addiction and mental health issues in Alberta.

By investing in our Alberta Year of Recovery campaign, you have the chance to be part of the change that is needed to create safer cities and raise awareness of Alberta's shift to a recovery-oriented system of care (ROSC).

This year we're bringing together communities, service providers, and government organizations across Alberta to participate in a year of recovery that will engage healthcare professionals, occupational health teams, Indigenous communities and individuals in overcoming the addiction crisis. Your financial or in-kind support will be contributing to Alberta's leading role in responding to the alarming rates of mental health and addiction losses that affect families, the economy, workplaces, and our communities.

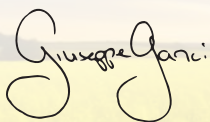
The Alberta Year of Recovery campaign features two highly anticipated events organized by The Last Door Recovery Society in partnership with stakeholders such as yourself. The Alberta Recovery Conference will take place at the Telus Calgary Convention Center on April 3 - 4, 2024, and The Sober Stampede will take place July 6, 2024 in downtown Calgary. Last Door Recovery Society is a national recovery leader, and as organized conferences and recovery events that have attracted hundreds of thousands of people over the years.

As a potential sponsor, we invite you to review the sponsorship opportunities. By investing in building recovery capital in Alberta, you will not only gain visibility and brand recognition but also contribute to the well-being of communities and the success of our initiatives.

Mental health and addiction affects every Albertan, we believe that together we make a significant difference in the lives of those struggling with these issues. We look forward to discussing how we can align your organization's goals with our mission and create a partnership that will bring about positive change in Alberta.

Thank you for considering our sponsorship invitation. We are eager to hear from you and discuss the possibilities further. You can reach me any time at pr@lastdoor.org or 604-812-7462.

Best Regards



Giuseppe Ganci

Director of Community Development

Last Door Recovery Society



THE EVENTS

Event One - The Alberta Recovery Conference - April 3-4, 2024

This conference has become the world's largest mental health and addiction recovery conference that focuses on recovery and solutions.

- A gathering of occupational health, addiction, and mental health professionals
- Contemporary education about addiction and mental health
- Opportunities to connect and develop collaborative strategies
- Evidence-based continuing education opportunities
- Global expert speakers
- **Target attendance 2,000 people**

The conference will be held in the Exhibition Halls of the Telus Convention Centre in Calgary on April 3-4, 2024. The two day conference will strengthen Alberta's message as a leader in healthcare. Past conferences have been extremely successful at engaging people to participate in Alberta's Recovery Oriented Systems of Care (ROSC) systems change that has become known internationally as "The Alberta Model".

Target Audience

Healthcare Professionals, Occupational Health Leaders, Union Leaders, Indigenous Health Teams, Physicians, and Community Stakeholders in the addiction and mental health space.

Event Two - Calgary Sober Stampede - July 6, 2024

This free event will help boost the message that concerts and celebrations can be enjoyed alcohol and drug free while normalizing the concept that recovery is worth seeking. The inaugural Sober Stampede will also be a public celebration that celebrates individuals and communities recovering from mental health issues and addiction.

Some of the highlights of this inaugural event include:

- **Target attendance 20,000 people**
- Public reach day of 100,000+, with walk by traffic seeing the event branding
- Event held outdoors, close to the Stampede Grounds
- Live Concert
- Kids Zone

A free family event that will be talked about by all Calgarians and Stampede-goers.

Target Audience

Families, People in Recovery, people looking for health information, and people who like good food and good music (everyone).

SPONSORSHIP & EXHIBITOR PROGRAM

Sponsorship Level	Both Events	Recovery Capital Conference	Sober Stampede
Title Sponsor 2 Spots Available	\$100,000	\$60,000	\$60,000
Presenting Sponsor 4 Spots Available	\$50,000	\$30,000	\$30,000
Refreshment Break Sponsor 6 Spots Available		\$5,000	
Stage Sponsor 10 Spots Available			\$5,000
Awards Lunch 1 Spot Available		\$15,000	
Kids Zone Sponsor 3 Spots Available			\$5000
Exhibitor Booth		\$3000	\$600

SOBER STAMPEDE SPONSORSHIP BENEFITS

Benefits	Both Events	Stage Sponsor	Kids Zone Sponsor
Logo on Top Stage Banner and Entrances	x		
Side Stage Banners		x	
Kids Area Branding	x	x	x
Exhibitor Booth	x	x	x

PAST SOBER CONCERTS



SPONSORSHIP BENEFITS

RECOVERY CAPITAL CONFERENCE SPONSORSHIP BENEFITS					
Benefits	Both Events	Title Sponsor	Presenting Sponsor	Break Sponsor	Awards Lunch Sponsor
Top level logo branding	x	x			
2nd tier logo branding			x		x
Branding during refreshment breaks				x	
Opportunity to introduce a speaker	x	x	x		Present Award
Opportunity to present	x	x			
Logo on attendee badges	x	x			
Editorial page in the RCC Conference Magazines	x	x			
Ad in the RCC Conference Program Magazines	x	2 pg	Full pg	1/2 pg	1/2 pg
Reserved VIP Seating	x	x	x		
Table Top Displays (exhibitor booth)	x	x	x	x	
Complementary Registrations	20	15	10	3	3



WHY PARTNER WITH US?

Last Door is a Canadian institution in the addiction recovery sector that organizes some of North America's largest recovery community engagement initiatives. Our success is based on being inclusive of all service providers. With our proven track record, we are amply qualified to do this as a trusted partner of yours. Last Door is a non-profit charity, and "Building Recovery Capital" is a Social Enterprise for Last Door. Our experience as a service provider of youth and adult bed-based addiction treatment services, seeing gaps in the system of care nationally is one of the reasons why building Recovery Capital became a project.

So many conferences addressing addiction health care are about addiction only, you will be investing in the solution, a conference about recovery and the evidence-based concept of recovery capital.

- **Strengthen Local Ties:** Sponsoring these events helps solidify your position as a community stakeholder. It shows that you care about the well-being of the communities where you operate.
- **Enhance Employee Benefits:** By sponsoring events focused on recovery, the company signals its commitment to employee well-being, which can be a significant attraction and retention tool.
- **Address Industry-Specific Challenges:** The stress and lifestyle associated with oil and gas jobs can sometimes lead to substance abuse problems. Sponsoring these events indicates proactive involvement in solutions.
- **Brand Alignment:** Sponsoring events focused on recovery can help associate the company's brand with positive social change, resilience, and wellness.

Substance Use in Canada Costs Almost \$46 Billion a Year According to Latest Data ... It makes logical business sense to invest in recovery. For every \$1 spent on recovery, the Canadian economy \$7 in addiction related health care costs.

WHO IS LAST DOOR RECOVERY SOCIETY?

Last Door Recovery Society is a Canadian registered non for profit charity that provides addiction treatment for youth, adults, and their families. Last Door provides these services in a licensed accredited facility.

Last Door has become a Canadian institution in the addiction recovery field with its social enterprises which include the Recovery Capital Conference, Electronic Health Care Software customise to addiction recovery, and organizes of the worlds largest recovery events, such as the conference, and Recovery Day BC, which saw 40,000 people attend this past September. The government of Alberta has asked us to bring that energy to Alberta.

WHAT IS RECOVERY CAPITAL?

Recovery Capital is a focus on the development of social capital (such as healthy and stable relationships), material capital (such as finances and accommodation), human capital (mental and physical health, skills, and employment) and cultural capital (values, beliefs, and attitudes) Let us build recovery capital in individuals, workplaces, and communities to overcome addiction and mental health issues.

WHAT IS THE ALBERTA MODEL?

Transforming Alberta's addiction and mental health system to focus on long-term recovery.

This Alberta model is informed by recommendations from the Mental Health and Addiction Advisory Council. Their final report, *Toward an Alberta model of wellness* provides a framework to help achieve our vision of building a system where every Albertan has the opportunity to pursue recovery and live a healthy and productive life.

WHAT IS ROSC?

A recovery-oriented system of care is a coordinated network of personalized, community-based services for people at risk of or experiencing addiction and mental health challenges. It provides access to a full continuum of services and supports, from prevention and intervention to treatment and recovery.

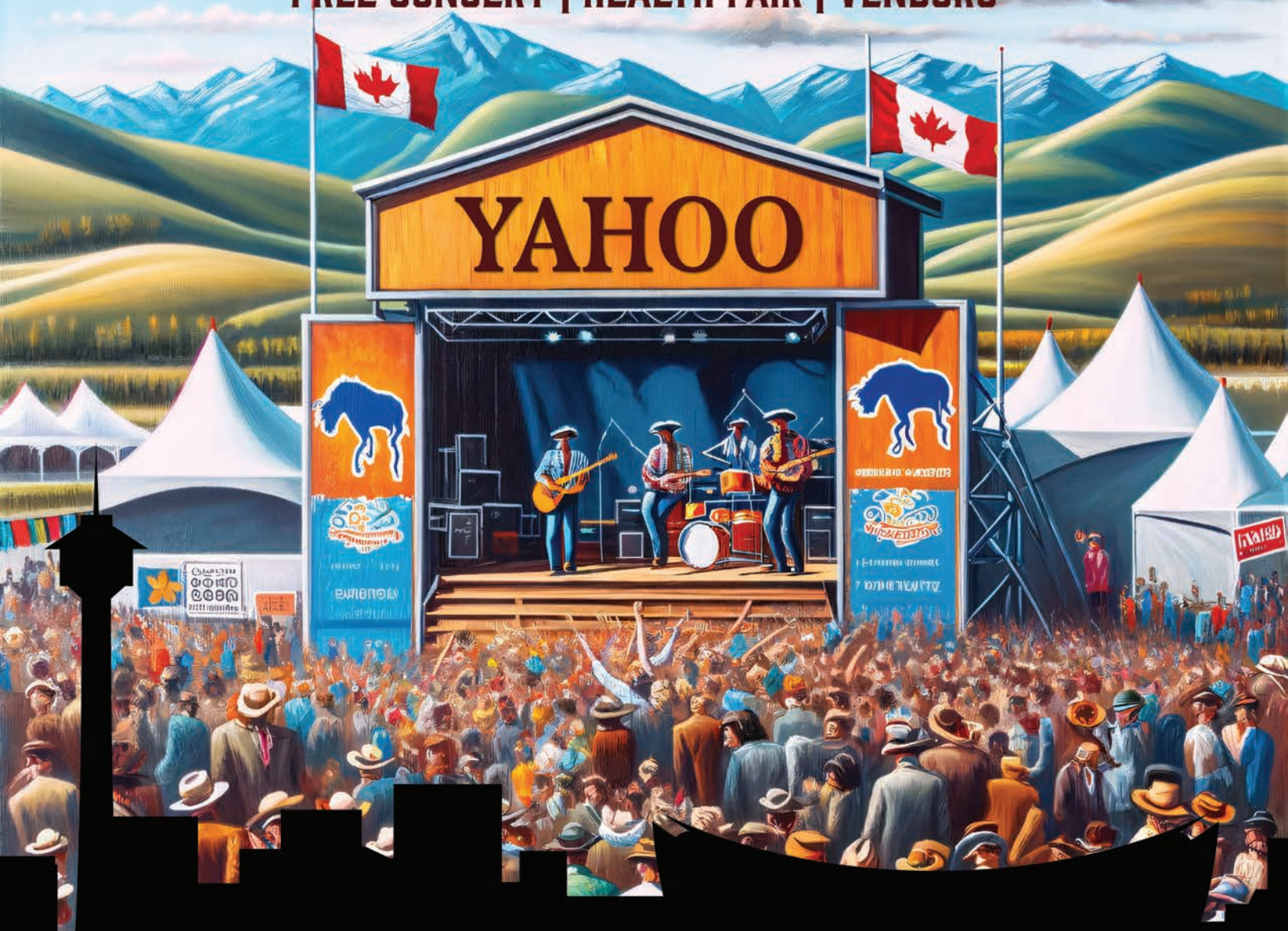
PREVIOUS SPONSORS & PARTNERS



SOBER STAMPEDE

12TH AVE & MCLEOD TRAIL - CALGARY, AB
JULY 6, 2024 | 11AM - 8PM

FREE PANCAKE BREAKFAST | KIDS ZONE | FOOD TRUCKS
FREE CONCERT | HEALTH FAIR | VENDORS



www.SoberStampede.com

RECOVERY
CAPITAL
CONFERENCE
OF CANADA



APRIL 3rd & 4th, 2024

ADDICTION RECOVERY CONFERENCE

TELUS CONVENTION CENTRE - CALGARY, AB

THE ALBERTA RECOVERY CONFERENCE

RECOVERY ORIENTED SYSTEMS OF CARE
THAT BUILD RECOVERY CAPITAL
A PROVINCE WIDE SYSTEMS CHANGE

7th
Annual

2,000 ATTENDEES EXPECTED



www.RecoveryCapitalConference.com

**RECOVERY IS SWEEPING ACROSS ALBERTA.
YOU CAN BE A PART OF THIS.**

**Premier Hon. Daniel Smith
Welcome Address to Sold
Out Alberta Recovery
Conference 2023**

**Opening Ceremonies
Alberta Recovery
Conference 2023**

**Recovery Sober
Concert 2023**