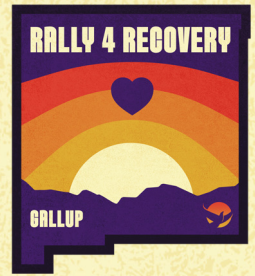


Dear _____,

Did you know that **1 in 10 adults and 1 in 6 youth ages 18-25 in New Mexico have a substance use disorder?** It's a reality that impacts all of us, our communities, our schools, our businesses, and our families. We need our community to stand up and help us bring awareness to this important issue and change the story about our great state!



That is why we are proud to sponsor and excited to invite you to participate in the **2022 Rally4Recovery in Gallup on September 17th.**

When: Saturday, September 17, 2022 from 11am to 3pm

Where: At town square in Gallup

How much does it cost: For attendees, nothing thanks to our generous sponsors. Our goal is engagement and awareness.

What you can expect at the event: Family fun, education, activities and more.

- An exciting community focused event with a new community art project for every attendee to be a part of.... Curious? Check out the details here.
- A new Recovery Champion awards program with winners announced at the event. Nominate a business or individual today or learn more here.
- A kid's zone, activities, vendors, and music .
- T-shirts and swag bags to help increase sponsor visibility among attendees.
- A Heroes' Walkway celebrating those who are walking in recovery.
- Short award presentation and comments by celebrity guests.
- Food provided by Camille's.

What do we need from you? We need your support as a partner and sponsor for the event. We also have expanded opportunities this year for in-kind donations, or to engage your staff to support our online campaign, social media awareness, and influencers campaigns. All of the details are attached or available here.

We are so proud to sponsor this event on behalf of all the recovery organizations and their partners in Santa Fe. We hope you will join us in this mission to raise awareness and help change the story about New Mexico. Recovery is for Everyone – Every Person, Every Family, and Every Community.

Thank you for your time. If there are any questions we can answer, please reach out.

Gratefully,

Sally M. on behalf of the Rally4RecoverySF Planning Committee
sally@boss ladyconsult.com, 509-481-3875



Partner in Hope - \$1,500-\$2,000

- Naming rights to signature activity for rally (motorcycle run, kids' area, food area, main stage, community art project area).
- Prominent logo placement on sponsorship signage at event.
- Prominent logo featured on all promotional materials, t-shirts, website, ads, and marketing materials.
- Premium location for 10x10 tent in vendor area (includes table/ two chairs and tent).
- Promotional item or one marketing piece included in swag bags distributed at event.
- 30-second commercial airing before and during the event on social media and on the screen at the rally.
- Minimum of four (4) mentions on our social media pages about your sponsorship leading up to the event.
- Mention of major sponsors in invited PR opportunities in newspaper, online, TV and radio as allowed.

In This Together Partnership - \$1,000

- Medium logo placement on sponsorship signage at event.
- Medium logo featured on all promotional materials, t-shirts, website, ads, and marketing materials.
- Premium location for 10x10 tent in vendor area (includes table/ two chairs and tent).
- Promotional item or one marketing piece included in swag bags distributed at event.
- 15-second commercial airing before and during the event on social media and on the screen at the rally.
- Minimum of two (2) mentions on our social media pages about your sponsorship leading up to the event.

Standing With You Partnership - \$500

- Name mention on sponsorship signage at event.
- Name mention on t-shirts, website, and marketing materials Does not include ads.
- Prominent location for 10x10 tent in vendor area (includes table/ two chairs and tent).
- Promotional item or one marketing piece included in swag bags distributed at event.
- One static image marketing post shared on our social media page prior to event and on the screen at the rally.
- Minimum of two (2) mentions on our social media pages about your sponsorship leading up to the event.

Rally Partnership - \$250

- Name mention on website and social media prior to event.
- 10x10 tent in vendor area (includes table/ two chairs and tent).
- One static image marketing post shared on our social media page prior to event.
- Minimum of two (2) mentions on our social media pages about your sponsorship leading up to the event.

Vendor Tent - No Cost

- 10x10 tent in vendor area (includes table/ two chairs and tent).

In Kind Sponsor - Varies

- We are interested in supporting through in-kind opportunities. Please explain the nature of your in-kind donation.

Community Advocate - No Cost

- Include a poster in my business window.
- Participate with business name and logo in social media campaign designed to raise awareness.
- Receive information about our community art project and get your teams involved if you'd like.

