

Kicking off Alberta Recovery Week Alberta

RECOVERY DAY

ALBERTA

SEPTEMBER 21, 2025 - 12pm to 5pm
4th Street from 12th Ave to 17th Ave
Calgary, Alberta

FREE STREET FESTIVAL



Live music
Mega Kids Zone
Health Information Booths
Food Trucks
And More!

SPONSORSHIP & EXHIBITOR PROGRAM

Sponsorship Level	Sponsorship Value
Stage Sponsor 10 Spots Available	\$5,000
Kids Zone Sponsor 3 Spots Available	\$5,000
Retail Vendor Booth/ Healthcare provider/Nonprofit	\$600
Food Truck Space	\$400
Artisan Booth	\$300
Mutual Support Group Booth	\$300

RECOVERY DAY ALBERTA SPONSORSHIP BENEFITS			
Benefits	Stage Sponsor	Kids Zone Sponsor	Booths
Logo on Top Stage Banner and Entrances			
Side Stage Banners	x		
Kids Area Branding	x	x	
10 x 10 Pop Up Tent (** NOTE Tent/ Tables/Chairs not included)	x	x	x

EVENT OVERVIEW

RECOVERY DAY ALBERTA - SUNDAY SEPTEMBER 21, 2025

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. Recovery Day Alberta 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, across FIVE city blocks
- Live Concert
- Kids Zone
- 100+ Vendors

A free family event that will be talked about by all Calgarians

Target Audience

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

PAST SOBER FESTIVALS WE'VE ORGANIZED



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.

- **Strengthen Local Ties:** Engaging in these initiatives 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 engaging in initiatives 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. Engaging in these initiatives indicates proactive involvement in solutions.
- **Brand Alignment:** Engaging in initiatives 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 saves \$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.

PREVIOUS SPONSORS & PARTNERS



Recovery Day Alberta - Sunday September 21st 2025 12pm – 5 pm

Please check which level you wish to be a Partner of Recovery Day Alberta

- ☐ Stage Sponsor \$5,000
- ☐ Kids Zone Sponsor \$5,000
- ☐ Exhibitor Booth/Vendor/Nonprofit \$600 (Does not include tent, table and chairs)
- ☐ Food Truck \$400
- ☐ Artisan \$300 (Does not include tent, table and chairs)
- ☐ Mutual Support Group \$300 (Does not include tent, table and chairs)
- ☐ Tent Rental (10x10ft) \$200
- ☐ Table Rental \$40
- ☐ Two Chairs Rental \$40

Operating Name: _____

Contact Name: _____

Site Contact Person: _____

Address: _____

Phone: _____ Cell: _____

E-mail: _____

Website: _____

1. Briefly describe the type of products/services that you will be promoting at your space:

2. Payment Type:

☐ Check here if you would like to pay online by credit card

☐ Check here if you would like to pay by cheque

An invoice will be sent with a link to an online payment portal, and details on how to pay by cheque

Thank you for your support, details on receiving partnership benefits will be sent in due time before the event.

Please email form to community@lastdoor.org