

**5 CITY BLOCK FESTIVAL • 2 STAGES • LIVE MUSIC
MEGA FREE KIDS ZONE • FOOD TRUCKS • VENDORS
ARTISANS • HEALTH INFO BOOTHS**

RECOVERY DAY ALBERTA STREET FESTIVAL

**FREE FESTIVAL CELEBRATING
MENTAL HEALTH &
ADDICTION RECOVERY**

SEPT 20, 2026

**CALGARY, 4TH ST SW
BETWEEN 12TH AVE SW TO 17TH AVE SW**

**FUN FOR THE WHOLE FAMILY
RECOVERYDAYALBERTA.COM**



ABOUT THE ORGANIZER

The Last Door is a Canadian non-profit charity that has provided addiction treatment services for youth and adults since 1984. It is a recognized leader in the recovery sector and organizes some of North America's largest recovery community engagement initiatives.

With a proven, inclusive approach and decades of experience, The Last Door is a trusted partner.

www.lastdoor.org



SPONSORSHIP & EXHIBITOR PROGRAM

\$5,000

**Stage Sponsor
(10 Spots Available)**

\$600

**Retail Vendor Booth,
Healthcare Provider, Non-profit**

\$400

Food Trucks

\$300

Mutual Support Group Booth

\$250

Artisan Booth

RECOVERY DAY ALBERTA SPONSORSHIP BENEFITS

BENEFITS	STAGE SPONSOR	BOOHS
Logo on Main Stage, 2nd Stage Banners, and on Main Stage LED Video Wall	X	
Opportunity to Join Us on Stage to Greet the Crowd	X	
Logo on Posters, Media Images, Social Media Tagging	X	
10x 10 Pop Up Tent Space (Note tent/table/chairs not included)	X	X

WHY PARTNER WITH US

The 2nd Annual Recovery Day Alberta is more than a festival — it's a social impact community event.

Taking place on Sunday, September 20, 2026, this free, family-friendly event celebrates individuals and communities recovering from addiction and mental health challenges, while normalizing recovery as something worth seeking and celebrating.

Following the success of last year's **20,000-person** turnout, the event is expanding to two stages, spanning five city blocks, and welcoming families with live music, a Mega Kids Zone, and over **100** vendors. With **100,000+** people reached in person and **500,000+** online, sponsors receive unmatched exposure while supporting a cause that directly improves community wellbeing.

By partnering with Recovery Day Alberta, your brand becomes part of a positive, hopeful message that resonates with **families, people in recovery, health-conscious individuals, music and food lovers alike**, in other words, everyone.



WHAT PARTNERING WITH US MEANS FOR YOU

01

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.

02

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.

03

Address Industry-Specific Challenges

The stress and lifestyle pressures created by today's financial challenges can sometimes contribute to substance use issues. Taking part in these initiatives reflects a proactive commitment to finding solutions and reinforces that it is okay to reach out for help.

04

Brand Alignment

Engaging in initiatives focused on recovery can help associate the company's brand with positive social change, resilience, and wellness.

05

Investing in Recovery

Substance use in Canada costs nearly \$46 billion every year, according to the latest data. Investing in recovery is not only the right thing to do, but it is also financially sound. For every \$1 spent on recovery, the Canadian economy saves approximately \$7 in addiction-related health care costs.

PHOTOS FROM LAST YEAR



RECOVERY DAY ALBERTA

— SUNDAY, SEP 20, 2026

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

Please select your sponsorship level:

<input type="checkbox"/> Stage Sponsor (\$5,000)	<input type="checkbox"/> Artisan (\$250) (Does not include tent, table and chairs)
<input type="checkbox"/> Vendor Booth/Healthcare Provider/ Non-profit (\$600) (Does not include tent, table and chairs)	<input type="checkbox"/> Tent Rental (\$200) (10' x 10')
<input type="checkbox"/> Food Truck (\$400)	<input type="checkbox"/> Table Rental (\$40)
<input type="checkbox"/> Mutual Support Group (\$300) (Does not include tent, table and chairs)	<input type="checkbox"/> Two Chairs Rental (\$40)

Operating Name	
Contact Name	
Site Contact Person	
Address	
Phone	
Cell	
Email	
Website	
Describe Your Products/Services	

Payment Type

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

Online/Credit Card

Cheque