

**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](http://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	BOOTHS
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](mailto:community@lastdoor.org)

### Please select your sponsorship level:

☐

**Stage Sponsor (\$5,000)**

☐

**Artisan (\$250)**

(Does not include tent, table and chairs)

☐

**Vendor Booth/Healthcare Provider/  
Non-profit (\$600)**

(Does not include tent, table and chairs)

☐

**Tent Rental (\$200)**

(10' x 10')

☐

**Food Truck (\$400)**

☐

**Table Rental (\$40)**

☐

**Mutual Support Group (\$300)**

(Does not include tent, table and chairs)

☐

**Two Chairs Rental (\$40)**

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

### 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**