

VIRTUAL SPONSORSHIP PACKET

ABOUT THE EVENT

Background

For the past 30 years during the month of September, the Substance Abuse and Mental Health Services Administration (SAMHSA) has promoted “Recovery Month” to increase awareness and understanding of substance use and mental health issues, and to celebrate recovery communities across the country. The centerpiece of Recovery Month is the National Recovery Rally. In concert with the 31st National Recovery Rally, we will also be celebrating the 10th annual BIG TEXAS RALLY FOR RECOVERY (BTRR).

As a result of the COVID-19 Pandemic, and for the safety and health of the recovery community in Texas and across the country, we decided to bring this year’s rally to life via a virtual platform instead of live. Originally scheduled for September 19th in Houston, the virtual rally will take place over three days: September 17th, 18th and 19th, for three hours each day.

We have a great line up of leaders from the recovery movement, as well as celebrities, and recovery “heroes” who will join us. Keep your eye on our website, <https://bigtexasrallyforrecovery.org/> for updates on speakers, music, etc. We are asking recovery communities to participate by giving a “shout-out” to all of us, sharing something of themselves in celebration of recovery!

WHY BECOME AN EVENT SPONSOR?



SAVE THE DATE!
September 17-19, 2020
**Virtual Big Texas
Rally for Recovery**

Join the Voices For Recovery:
Celebrating Connections

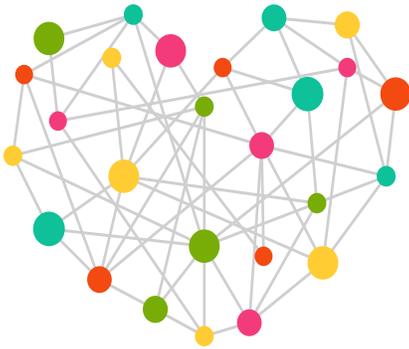
National Recovery Month Observance
bigtexasrallyforrecovery.org
#CelebratingConnections

Support Recovery / Promote Wellness / Build Awareness / Make Connections / Tax Deduction

Recovery Month promotes the societal benefits of prevention, treatment, and recovery for mental and substance use disorders, celebrates people in recovery, honors the contributions of treatment and service providers, and promotes the message that recovery in all its forms is possible.

Recovery Month spreads the positive message that behavioral health is essential to overall health, that prevention works, treatment is effective, and people can and do recover. The Rally that you are supporting provides the evidence that people do recover. This is also a golden opportunity to collaborate with statewide and national supporters in a show of solidarity and commitment to transforming the behavioral health landscape.

During this pandemic, your support is needed now more than ever. Join Texas in making this virtual rally a huge success by participation through sending a video of support!



- Join with others to support health, wellness & recovery
- Promote your business/agency/organization and services
- Tell your story
- Support the work of recovery communities across the country
- 501 c3 tax deductible contribution

\$5,000/15 min, \$2,500/10 min, \$1,000/7.5 min, \$500/5 Min, \$200/1 min, \$100/30 sec, FREE up to 15 seconds.

SPONSORSHIP OPPORTUNITIES

GOLD **\$5,000**

- Your logo on the website and on the virtual program
- In the logo loop:
 - Thanked verbally at the beginning and end of each day
 - Acknowledged as Sponsor for half a day of your choosing
 - On continuous logo loop during intermission for three days
- A 15 minute video highlighting your organization/program to be shown on the first and last day of the Rally
- 5 T-shirts

SILVER **\$2,500**

- Your logo on the website and on the virtual program
- In the logo loop:
 - Thanked verbally on the first and last day of the Rally
 - On continuous logo loop during intermission for two days
- A 10 minute video highlighting your organization/program to be shown on the first and last day of the Rally
- 4 T-shirts

BRONZE **\$1,000**

- Your logo on the website
- In the logo loop:
 - Thanked verbally on the first and last day of the Rally
 - On continuous logo loop during intermission for one day of the Rally
- A 7.5 minute video highlighting your organization/program to be shown on the day of your choice
- 3 T-shirts

GEMSTONE

\$500

- Your logo on the website
- In the logo loop:
 - Thanked verbally at end of the Rally
- A 5 minute video highlighting your organization/program to be shown during break times
- 2 T-shirts

FRIENDS OF RECOVERY/ALLIES

\$200

- Your logo on the website
- A 1 minute video to be shown during break
- 1 T-shirt

RECOVERY CONNECTIONS

\$100

- Your logo on the website
- A 30 second video
- 1 T-shirt

PERSON IN RECOVERY (PIR) FREE

- Up to 15 second video

For more information, contact:

Joe Powell (214) 634-2722 Ext 1001 / joepowell@apaarecovery.org
Regina Johnson (832) 612-9191 / rjohnson@houstonrecoveryinitiative.org

BECOMING A SPONSOR

Support us in making this year's virtual rally a huge success by joining as one of our sponsors!

All it takes to become a sponsor is a few simple steps!

1. Select a Sponsorship Level and fill out our [Sponsorship Form](#)
2. Make a contribution via [PayPal](#) or send us a check. Please make checks payable to the: National Recovery Rally & Big Texas Rally for Recovery (BTRR) and mail to P. O. Box 925836, Houston, Texas 77292.
3. If you have selected a paid Sponsorship Level and would like your logo displayed, please upload a high resolution version of your logo to [dropbox](#) (specific instructions will follow).
4. All Sponsorship levels come with a video. To submit your video, please upload it to [dropbox](#) (tips on camera recording to follow).

LOGO SUBMISSION

We want your logo to look as great as it can, so please submit the highest resolution version of your logo that you have. Minimum DPI for logos is 200 though 300 DPI is ideal. The following file types will be accepted: .png (preferably with a transparent background), .jpg, .eps, .ai, .psd

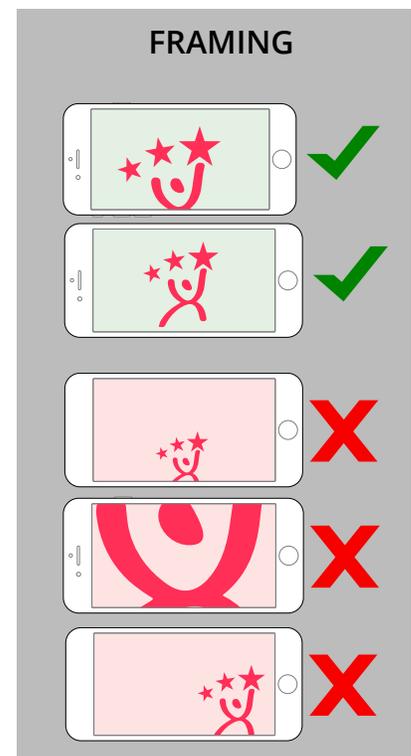
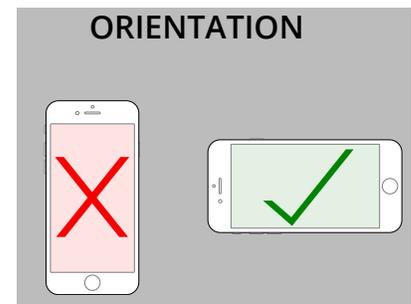
Once your logo file is ready, [upload it to dropbox!](#)

VIDEO SUBMISSION

We've compiled some on-camera recording tips to help your video shine!

- Position your camera, web camera, or phone so your video appears horizontally, or in landscape mode
- Position your light source in front of you, avoid having it shine brightly behind you
- Avoid positioning your camera lens higher than your hairline, aim for at or slightly above eye level
- Position your camera lens far enough away to capture your entire face and shoulders, with some room to spare
- If you are standing, avoid shifting your weight back and forth—try one foot out in front of you
- If you are seated, and your chair moves, avoid swiveling from side to side
- If you are seated, sit up straight
- If you naturally gesture, or talk with your hands, feel free to do so
- Avoid recording yourself in front of a busy or cluttered background
- Be aware of any background noise while recording
- Have water nearby, in case you get a dry mouth
- Try to relax and make sure you're breathing at your normal pace before recording.
- Do a test video and practice with your setup
- Make eye contact and smile
- Have fun!

Once your video is ready, [upload it to dropbox!](#)



**Join the Faces and Voices of Recovery:
Celebrating Connections**