

**10<sup>TH</sup> ANNIVERSARY EVENT**

# RECOVERY DAY



**MENTAL HEALTH AND ADDICTION RECOVERY FESTIVAL  
75,000 ATTENDEES**

**RECOVERY  
DAY  
SPONSORSHIP**

**SEPTEMBER 10<sup>TH</sup>, 2022  
SPONSORSHIP AND  
VENDOR PACKAGE**

10<sup>TH</sup> ANNIVERSARY EVENT

# RECOVERY DAY



## UPTOWN NEW WESTMINSTER - SEPTEMBER 10<sup>TH</sup> 2022

Recovery Day BC recognizes and acknowledges the Qayqayt First Nation, as well as all Coast Salish peoples, on whose traditional and unceded territories we live, we learn, we play and we do our work.



- 1 The Rock Stage
- 2 Hip Hop R&B Stage
- 3 Local Artists
- 4 Family Stage
- 5 Free Kids Zone
- 6 Game Centre
- 7 Food Trucks
- 8 Information
- 9 First Aid
- 10 Recovery Mural
- 11 Memorial Tree

KIDS  
MUSIC



FOOD TRUCKS



Vendor Booths

Artisan Booths

Addiction and Mental

Health Wellness Booths

## What is Recovery Day BC?

- Canada's largest FREE mental health and addiction recovery event
- A Street festival with an anticipated attendance of 75,000 people
- A Healthcare Information Fair - **150 Health & Wellness Booths**
- FREE Entertainment - **4 Stages**
- Vendors - **Food Trucks, Artisans, Retail, Games, Kids Zone**

## PAST PERFORMERS

**TROOPER • SONREAL**  
**MATTHEW GOOD • BIFF NAKED**  
**MYLES MURPHY BAND • SCISSOR FAIRY • WARLESS**  
**R&B ALLSTARS • THE TIMEBENDERS • ADAM WOODALL BAND**  
**THE OAKSTONES • THE MATINEES • MAMA'S PRIDE • BUFFALO JONES**  
**TWO CAR TRAIN • MATT HOYLES • RANDY AND THE REHABS • SALMON FRIENDS**  
**TRIBULATIONZ • SWEETZ • MALAGRUPA • THE BAD HAIR DAYZ • CASEY JONES**

**FOURTEEN PERFORMERS ACROSS  
FOUR STAGES**

## About the Organizers

- Recovery Day Vancouver Society, a not-for-profit organization has hosted the Recovery Day BC since 2012, successfully growing the size and complexity of the event year over year

# FESTIVAL OVERVIEW

**FREE CONCERTS, 4 STAGES**

**75,000+ PEOPLE**

**STREET PERFORMERS**

**20 FOOD TRUCKS**

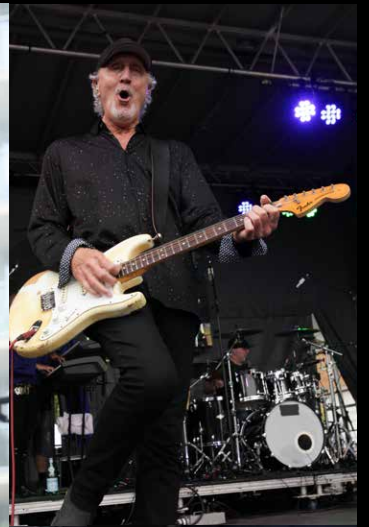
**FREE MEGA KIDS ZONE**

**OVERDOSE MEMORIAL**

**150 VENDOR BOOTHS**

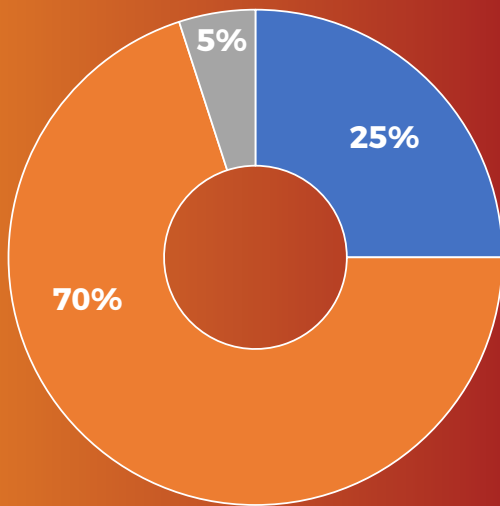


**CONNECTION IS THE  
KEY TO WELLNESS**



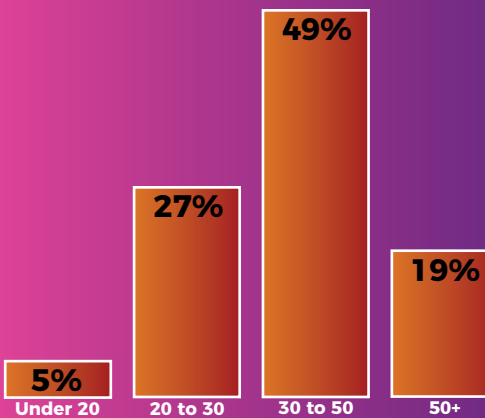
# ATTENDEE DEMOGRAPHICS

ATTENDEE RESIDENCE



NEW WESTMINSTER (LOCAL)  
METRO VANCOUVER  
OUTSIDE METRO VANCOUVER

AVERAGE AGE OF PAST ATTENDEES



PERCENT OF  
ATTENDEES WHO  
SAID THEY'D RETURN  
NEXT YEAR

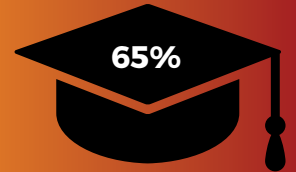
90%



51%



49%



65%

ATTENDEES  
WITH A POST  
SECONDARY  
EDUCATION OR  
ABOVE



68% OF ATTENDEES WERE  
EMPLOYED WITH AN AVERAGE  
INCOME OVER \$55,000

70% WERE PEOPLE IN RECOVERY  
30% WERE RECOVERY ALLIES

SOURCE: ATTENDEE SURVEY



# PREVIOUS SPONSORS



BRITISH COLUMBIA  
CENTRE ON  
SUBSTANCE USE  
Networking researchers, educators & care providers



# 10<sup>TH</sup> ANNIVERSARY EVENT BRANDING OPPORTUNITIES



## STAGE SPONSOR \$5,000

- Sell your products or services to a HUGE crowd
- Stage sponsors' logos on all 4 stages
- Your 15 second ad (provided by you) on jumbo screen
- Your logo will be on the event maps on site
- A 10'x10' space for street activation
- Logos on site maps, posters and social media

Last year over 500,000 people were reached on social media through our promotions.

Over 20,000 Canadians have passed away from overdoses in the past five years, that doesn't include alcohol-related or nicotine related deaths, we are in a health crisis. You will be supporting people connecting with healthcare services, community and showcasing that recovery from mental illness and addiction is possible.

For every \$1 spent on wellness and recovery, our Canadian economy saves \$7 in related health care costs.

## VENDOR BOOTHS \$500 • ARTISANS / FOOD TRUCKS \$200

# RECOVERY DAY



## RECOVERY DAY BC 2022 APPLICATION AND PAYMENT INFORMATION

Please check one

( ☐ \$5,000 Level A) ( ☐ \$500 Level B) ( ☐ \$200 Level C)

### Level A, STAGE Sponsor \$5,000

- Logo on four stages, poster, and social media, one 10'x10' vendor space

### Level B, Vendors, Service Providers, Government, Non Profits \$500

- One 10'x10' vendor space

### Level C, Artisans and Food Trucks only \$200

- Artisans - One 10'x10' vendor space, Food Trucks - negotiable

Set up 9 am to 11:30 am, you will receive an email with instructions a week before the event

Please check ( ☐ ) I understand I must provide my own tables, chairs, and tent.

Operating Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Site Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

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

Please check ( ☐ ) if you would like to make an online payment using a credit card

Please make cheques payable to "Recovery Day Vancouver Society" and mail to:

Attn: Giuseppe Ganci 323 8th Street, New Westminster, BC V3M 3R3

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE COMPLETE FORM AND EMAIL TO PR@LASTDOOR.ORG**

LETS TALK ABOUT HOW YOU CAN BE PART OF OUR AMAZING

# 10<sup>TH</sup> ANNIVERSARY EVENT

GIVE US A CALL TO CHAT ABOUT THE POSSIBILITIES  
GIUSEPPE GANCI - FESTIVAL DIRECTOR - 604-812-7462



