

# RECOVERY DAY



**CANADA'S LARGEST  
MENTAL HEALTH AND ADDICTION RECOVERY FESTIVAL  
SEPTEMBER 7TH, 2024 | 12PM TO 5PM**

**SPONSORSHIP AND  
VENDOR PACKAGE**





# RECOVERY DAY BC

## UPTOWN NEW WESTMINSTER - SEPTEMBER 7<sup>TH</sup> 2024

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.

**KIDS ZONE**

**LIVE MUSIC**


**UPTOWN BIA STAGE**

- 1 6th & 6th Stage
- 2 Uptown BIA Stage
- 3 Live Stage
- 4 Kids Zone
- 5 Bouncy Castles
- 6 Adventure Zone
- 7 Virtual Reality
- 8 Food Trucks
- 9 Information
- 10 First Aid
- 11 Memorial Tree

↑  
10 minutes  
SkyTrain

 **FOOD TRUCKS**

**6th & 6th Stage**

 **Vendor Booths**  
**Artisan Booths**  
**Addiction and Mental Health Wellness Booths**

**Free Parking in Westminster Centre on Level P3 and at Royal City Centre Mall**





# FESTIVAL OVERVIEW

- A Street festival with an anticipated attendance of 50,000 people
- A Healthcare Information Fair - **150 Health & Wellness Booths**
- Vendors - **Food Trucks, Artisans, Retail, Games, Kids Zone**
- FREE Entertainment - **3 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

FREE CONCERTS, 3 STAGES

FOOD TRUCKS

200 VENDOR BOOTHS

FREE MEGA KIDS ZONE

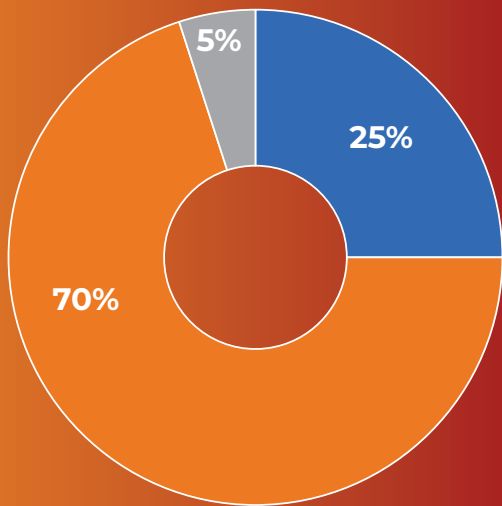
CONNECTION IS THE  
KEY TO WELLNESS





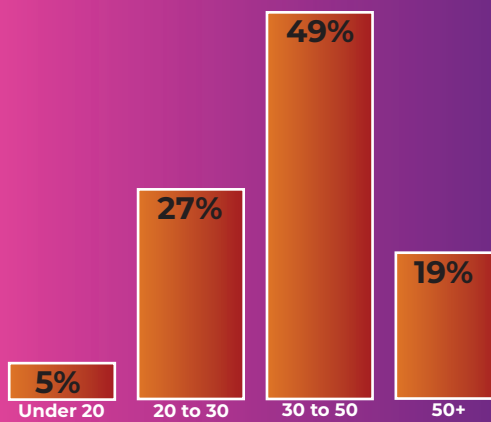
# ATTENDEE DEMOGRAPHICS

## ATTENDEE RESIDENCE



NEW WESTMINSTER (LOCAL)  
METRO VANCOUVER  
OUTSIDE METRO VANCOUVER

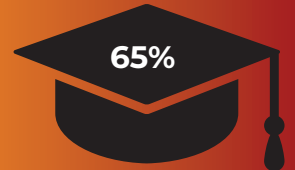
## AVERAGE AGE OF PAST ATTENDEES



51%



49%



65%

ATTENDEES WITH A POST SECONDARY EDUCATION OR ABOVE



90%

PERCENT OF ATTENDEES WHO SAID THEY'D RETURN NEXT YEAR



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





# BRANDING OPPORTUNITIES



## EVENT SPONSOR \$5,000

- Sell your products or services to a HUGE crowd
- Stage sponsors' logos on all 3 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 1,000,000 people were reached on social media through our promotions.

Over 30,000 Canadians have passed away from overdoses in the past six 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 \$200 • FOOD TRUCKS \$300**



LETS TALK ABOUT HOW YOU CAN BE PART OF OUR AMAZING  
**FREE STREET FESTIVAL!**

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

