



RECOVERY HAPPENS

RECOVERYHAPPENS.INFO

SPONSOR MEDIA KIT

**September is
National Recovery Month**

**RECOVERY HAPPENS
SEPTEMBER 7, 2022**



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“This event emphasizes that individuals in recovery and their support systems can be change agents in our communities. It is critical that people experiencing substance use disorders receive the support they need. The reality is that behavioral health is essential to health, prevention works, treatment is effective, and people recover.”

— PETE NIELSEN, CEO OF CCAPP

NATIONAL RECOVERY MONTH

Every September since 1992, CCAPP sponsors National Recovery Month at the State Capitol to increase awareness and understanding of mental health and substance use disorders and celebrate the people who recover.

Thousands of people gather at the west steps of the State Capitol each year. Recovery Happens features speakers, a march around the Capitol, pancake breakfast, live music, and what could be the largest AA/NA meeting ever held inside the State Capitol.

This event is part of Recovery Month, a national observance sponsored by SAMHSA, within the U.S. Department of Health and Human Services. The observance raises awareness of mental and/or substance use disorders, celebrates individuals in long-term recovery, and acknowledges the work of prevention, treatment, and recovery support services.

RALLY

PANCAKE BREAKFAST

RECOVERY WALK

PROVIDER FAIR

SPONSORSHIP OPPORTUNITIES

RECOVERY HAPPENS SEPTEMBER 7, 2022

SPEAKERS

SUPPORT MEETINGS

MARY LIND CHOIR

FUN!



RECOVERY HAPPENS

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GET YOUR BRAND RECOGNIZED AT THE LARGEST NATIONAL
RECOVERY MONTH CELEBRATION IN CALIFORNIA!

BIG TENT SPONSOR

4 SPONSORSHIPS AVAILABLE

PANCAKE BREAKFAST SPONSOR

2 SPONSORSHIPS AVAILABLE

BALLOON ARCH SPONSOR

2 SPONSORSHIPS AVAILABLE

\$10,000

Benefits include: signage on the big tent, acknowledgement on website, and mentioned at the podium.

\$5,000

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LIVE MUSIC CHOIR SPONSOR

2 SPONSORSHIPS AVAILABLE

WATER STATION SPONSOR

2 SPONSORSHIPS AVAILABLE

PORTA POTTY SPONSOR

2 SPONSORSHIPS AVAILABLE

RECOVERY WALK SPONSOR

2 SPONSORSHIPS AVAILABLE

\$5,000

Benefits include: Signage on the big tent, acknowledgement on website, and mentioned at the podium.

\$1,500

Benefits include: signage on the big tent, acknowledgement on website, and mentioned at the podium.

\$3,000

Benefits include: signage on the big tent, acknowledgement on website, and mentioned at the podium.

\$1,500

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RECOVERY HAPPENS

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INTERACT WITH ATTENDEES UNDER THE BIG TENT

EXHIBIT TABLE

GENERAL AGENCY

\$150

BRING YOUR MARKETING MATERIALS, INCLUDING SWAG AND A TABLECLOTH

EXHIBIT TABLE

GOVERNMENT AGENCY

\$100

BRING YOUR MARKETING MATERIALS, INCLUDING SWAG AND A TABLECLOTH

EXHIBIT TABLE

NON-PROFIT AGENCY

\$50

BRING YOUR MARKETING MATERIALS, INCLUDING SWAG AND A TABLECLOTH



RECOVERY HAPPENS

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GET YOUR BRAND RECOGNIZED!

**Reserve your sponsorship or
exhibit table today!**

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