



Recovery Walks! 2010



www.recoverywalks.org

Dear Friends, Supporters, and Neighbors:

PRO-ACT Recovery Walks! September 25, 2010

Saturday, September 25, will be the day of a large and powerful demonstration of hope for addiction recovery! That's when Pennsylvania Recovery Organization—Achieving Community Together (PRO-ACT) will host its 10th Annual Recovery Walks! at Penn's Landing, Philadelphia's renowned riverside park. Partnering with PRO-ACT for this year's Walk are the A&E Network and Faces & Voices of Recovery, which has named this as the national site for its 2010 Rally for Recovery! Like PRO-ACT, Faces & Voices has worked tirelessly in the field of recovery and advocacy for those suffering from addiction (www.facesandvoicesofrecovery.org).

Your organization or business could gain a nationally visible role by participating in the many marketing vehicles that we are offering to sponsors for this hugely expanded event. Sponsorships include billboards on I-95, banners and signage at the starting line, the Walk path, and finish; stage visibility with a fan-vision screen; logo displays on press releases and publicity; website visibility, t-shirts, online links, and more. The attached page details the benefits of the various sponsorship tiers. We're counting on your support and encourage you to return the enclosed Sponsorship Agreement quickly. ***The earlier we receive your completed Sponsorship Agreement, the more promotional opportunities you will benefit from and the greater the visibility you will receive.***

Together with our Presenting Sponsor, the Philadelphia Department of Behavioral Health & Mental Retardation Services, the A&E Network, Faces & Voices, and other sponsors, we will unite about 10,000 walkers, including people in recovery, family members, friends, allies, and other supporters, for this recovery rally. The Walk is a symbol of hope that long-term recovery from the disease of addiction is not only possible, but is now a reality. The 3-mile Walk will be led proudly by an Honor Guard of dozens of people with 10 or more years of recovery. It celebrates those in recovery and honors organizations providing prevention, treatment, and recovery support services.

This Recovery Walk is a PRO-ACT fundraiser and, as a nonprofit, we depend on you to be able to continue our work. PRO-ACT is a grassroots initiative with a 12-year history of helping individuals and families to access and sustain long-term recovery from alcohol and other drug addictions. We do this through programs to support community and individual activities, educate the public and media, raise awareness, fight stigma, and advocate at the federal, state, and local levels.

If you have questions, please call Marita O'Connell at 215.345.6644, ext. 3160, or email us at moconnell@bccadd.org.

Sincerely,

Beverly Haberle

Beverly Haberle, M.H.S., L.P.C., C.A.C.
PRO-ACT Project Director



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SPONSORSHIP OPPORTUNITY LEVELS

| Benefits to Sponsor | Platinum \$15,000 | Gold \$10,000 | Silver \$5,000 | Bronze \$2,500 | Copper \$1,500 | Friend \$500 |
|--|----------------------|------------------|-------------------|-------------------|-------------------|-----------------|
| Sponsor named as a Platinum Sponsor in all media interviews— particularly for radio and TV talk shows | √ | | | | | |
| Prominent placement of Sponsor's team walkers behind Honor Guard group | √ | | | | | |
| Top billing with logo as Platinum or Gold Sponsor on the back of all official Recovery Walk T-shirts | √ | √ | | | | |
| Sponsor representative will be invited to be on stage during Recovery Walks 2010 Program | √ | √ | | | | |
| Sponsor will have large stage banner with logo displayed prominently | √ | √ | | | | |
| Sponsor has permission to display its own company/ organization banner at Start and Finish areas of Walk | √ | √ | | | | |
| Sponsor's logo will appear on all pages of the Walk Web site along with description of company or mission statement and link to sponsor Web site | √ | √ | | | | |
| Sponsor will have opportunity to become Exclusive Sponsor for various Walk components | √ | √ | √ | | | |
| Sponsor's name will be mentioned in Press Releases distributed for Recovery Walks 2010 | √ | √ | √ | | | |
| Sponsor's logo will appear on all Recovery Walks 2010 publications and posters | √ | √ | √ | | | |
| Sponsor's name will be featured prominently on Recovery Walks 2010 billboard on I-95 in Philadelphia from August through September* | √ | √ | √ | | | |
| Signage along Walk route will display sponsor logo | √ | √ | √ | √ | | |
| Sponsor will be assigned space to set up its organization/ company information display booth at Walk site | √ | √ | √ | √ | √ | |
| Sponsor logo will be placed in sponsor list on back of all official Recovery Walk T-shirts | √ | √ | √ | √ | √ | |
| Sponsor will be listed on the Recovery Walk Web site | √ | √ | √ | √ | √ | √ |

* Must commit by June 15 to appear on Billboard

PRO-ACT Administrative Office 252 West Swamp Road, Unit #12 Doylestown PA 18901 PH: 215.345.6644 FX: 215.348.3377
 PRO-ACT Philadelphia Office 444 N. 3rd Street Suite 307 Philadelphia PA 19123 PH: 215.923.1661 FX: 215.923.2216

www.recoverywalks.org



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Mail or fax this Agreement to:

Recovery Walks! 2010
252 West Swamp Road
Doylestown, PA 18901
Phone: 215-345-6644; Fax: 215-348-3377

Sponsorship Agreement

We hereby agree to provide sponsorship funding for Recovery Walks! 2010 in the amount indicated below in exchange for the sponsorship/promotional benefits applicable to the contribution level:

Platinum (\$15,000)
 Gold (\$10,000)
 Silver (\$5,000)
 Bronze(\$2,500)
 Copper (\$1,500)
 Friend of Recovery (\$500)

Also interested in sponsoring a specific component of Walk (e.g., Honor Guard, Parking, Food, etc., and PRO-ACT representative will contact you)

Furthermore, we give to PRO-ACT and Recovery Walks! 2010 permission to use our name, logo, or mission statement for all promotional activities associated with Recovery Walks! 2010.

| | | | |
|--------------------------------|--|------------------|---------------|
| Contact Name: | | | Title: |
| Organization/ Business: | | | |
| Address: | | | |
| City: | | State: | ZIP: |
| Phone: | | Fax: | |
| E-mail: | | Web site: | |

Payment: Check enclosed (please make checks out to PRO-ACT)
 Made payment with credit card online (www.recoverywalks.org)

Logos: Logo artwork must be a minimum of 300 dpi and maximum of 600 dpi and should be submitted electronically as soon as possible to moconnell@bccadd.org.

Questions: Please contact Marita O'Connell at 215-345-6644 or moconnell@bccadd.org