



**JOIN THE ALLIANCE OF COALITIONS FOR HEALTHY COMMUNITIES IN CELEBRATING  
THE 2<sup>ND</sup> ANNUAL SHATTER THE STIGMA EVENT  
FEATURING A MONTH-LONG EDUCATION AND AWARENESS CAMPAIGN WITH A LIVE IN-PERSON KICKOFF!**

Help the Alliance and our team move the meter during **National Recovery Month** and ensure that every individual, family and young person gets the support they need during the continuing challenges brought by the pandemic. Since the start of the pandemic, the Alliance has seen an increase in substance misuse and abuse leading to an increase in accidental overdoses. Our recovery services are needed more than ever by families in Oakland County.

### Partner Opportunities

We greatly appreciate your commitment to our organization and the people in our community through consideration of sponsorship of our month-long event, **Shatter the Stigma 2021**, beginning on August 31<sup>st</sup> and running through September 30<sup>th</sup>.

- |   |   |
|---|---|
| <input type="checkbox"/> Platinum Sponsor - \$5,000 | <input type="checkbox"/> Bronze Sponsor - \$750                   |
| <input type="checkbox"/> Gold Sponsor - \$3,000     | <input type="checkbox"/> Raise the Meter Sponsor - \$500          |
| <input type="checkbox"/> Silver Sponsor - \$1,000   | <input type="checkbox"/> Team Up Sponsor - \$250                  |
|   | <input type="checkbox"/> Prize and Gift Card Sponsor - any amount |

Benefits of sponsorship for our partners extend throughout the entire year's programming for the Alliance, including listings on our email communications, press releases, event web page, social media and in other promotional communications. Details are in the pages that follow.

**100% of proceeds goes back to the Alliance's prevention, support and recovery services right here in Oakland County!**

### Sponsor Information

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Contact Name and Email \_\_\_\_\_

Phone \_\_\_\_\_

Check made out to **The Alliance** enclosed       Please bill me

For questions or additional information, email us at [info@achcmi.org](mailto:info@achcmi.org), visit [www.achcmi.org/shatter-the-stigma](http://www.achcmi.org/shatter-the-stigma), or call 248-221-7101.

5505 Corporate Drive, Suite 301, Troy, MI 48098



## 2021 Sponsorship Levels and Benefits

### Platinum Sponsor - \$5000

- Most prominent logo placement on print and electronic materials including:
    - Shatter the Stigma event website
    - Alliance main website
    - STS postcards mailed to past participants and donors\*
    - STS electronic calendar of the month-long event
    - Final statistics page for the event
    - Press releases for the event
  - Opportunity to submit one guest blog supporting the messaging of Shatter the Stigma
  - Opportunity to submit a 30-second video that will be used in the month-long social media campaign
  - A minimum of three thank you posts in social media for sponsoring STS at the Platinum level
  - Recognition as a Platinum sponsor at other events during the year, including thank you events, Community Conversation, and other events that may be scheduled. Excludes Narcan training.
- \* Sponsorship must be committed and materials (logos, etc.) must be submitted by the relevant production deadlines.

### Gold Sponsor - \$3000

- Prominent logo placement on print and electronic materials including:
    - Shatter the Stigma event website
    - Alliance main website
    - STS postcards mailed to past participants and donors\*
    - STS electronic calendar of the month-long event
    - Final statistics page for the event
    - Press releases for the event
  - Opportunity to submit one guest blog supporting the messaging of Shatter the Stigma
  - Opportunity to submit a 20-second video that will be used in the month-long social media campaign
  - A minimum of two thank you posts in social media for sponsoring at the Gold level
  - Recognition as a Gold sponsor at other events during the year, including thank you events, Community Conversation, and other events that may be scheduled. Excludes Narcan training.
- \* Sponsorship must be committed and materials (logos, etc.) must be submitted by the relevant production deadlines.

### **Silver Sponsor - \$1000**

- Logo placement on:
    - Shatter the Stigma event website
    - Alliance main website
    - STS postcards mailed to past participants and donors\*
    - STS electronic calendar of the month-long event
    - Final statistics page for the event
    - Press releases for the event
  - Opportunity to submit one guest blog supporting the messaging of Shatter the Stigma
  - Opportunity to submit a 15-second video that will be used in the month-long social media campaign
  - A minimum of two thank you posts in social media for sponsoring at the Silver level
  - Recognition as a Silver sponsor at other events during the year, including thank you events, Community Conversation, and other events that may be scheduled. Excludes Narcan training.
- \* Sponsorship must be committed and materials (logos, etc.) must be submitted by the relevant production deadlines.

### **Bronze Sponsor - \$750**

- Name listed on:
    - Shatter the Stigma event website
    - Alliance main website
    - Electronic calendar of the month-long Shatter the Stigma event
  - Recognition as a Bronze sponsor at other events during the year, including thank you events, Community Conversation, and other events that may be scheduled. Excludes Narcan training.
- \* Sponsorship must be committed by the relevant production deadlines.

### **Raise the Meter Sponsor - \$500**

- Name listed on:
    - Shatter the Stigma event website
    - Alliance main website
    - Electronic calendar of the month-long Shatter the Stigma event
  - Mention on social media for Shatter the Stigma
- \* Sponsorship must be committed by the relevant production deadlines.

### **Team Up Sponsor - \$250**

- Name listed on:
    - Event website
    - Alliance main website
    - Electronic calendar of the month-long Shatter the Stigma event
  - Mention on social media for Shatter the Stigma
- \* Sponsorship must be committed by the relevant production deadlines.

### **Prize and Gift Card Sponsor – any amount**

- Name listed on:
    - Event website
    - Alliance main website
  - Mention on social media for Shatter the Stigma
- \* Sponsorship must be committed by the relevant production deadlines.



## Month-Long Event Schedule\*

Date	Activity
August 31	Kick off – International Overdose Awareness Day, Narcan training, and Memorial Walk Partnership with OCHN
September	National Recovery Month – education and fundraising efforts all month
Every Monday	Mental Health Tips and Tricks
Every Tuesday	Tips shared for Corporate audiences on LinkedIn
Every Wednesday	Wellness tips and strategies to build stronger coping skills
Every Thursday	Facts and Stats you need to know
Every Friday	Family Fun Night – No cell phones or TV. Themes provided at the beginning of the week. Ideas for those who need them will be shared to assist with family participation. Families will be asked to post photos of them sharing their fun.
Every weekend	Creative fundraising ideas and highlights of individual and team fundraisers

\* Event schedule subject to change.