



recoverywalk.org



11th Annual Recovery Walk

SATURDAY, AUGUST 2, 2024 • FRANKLIN, NJ

Presented by **THORLABS**

Media Sponsor





11th Annual Changing the Face of Addiction Walk

This walk stands as a powerful testament to how far we have come in changing perceptions around addiction and providing support for our community.

As we prepare for our 11th Annual Walk, we reflect on a decade of significant community impact and progress. What began as a heartfelt initiative of two mothers, Elaine and Mary, united in the grief of losing their sons to substance use, has blossomed into a beacon of hope and change. Approaching our agency with a vision to shatter the stigma around addiction, these mothers wanted to ensure that no one would feel shame in seeking help and that families and friends could openly discuss and support one another in their journeys.



Now in its 11th year, this walk has transcended its origins, becoming a movement that resonates throughout Sussex County, NJ and beyond. The event has grown dramatically, now drawing nearly 700 participants for a morning dedicated to remembering loved ones lost, celebrating victories of recovery, encouraging others to seek help, and bringing our community together, united in compassion.

Join the movement...

- Support Vital Community Programs
- Enhance Business Visibility
- Foster Community Goodwill
- Break Down Stigma
- Connect with a Broad Audience

By aligning with this cause, sponsors gain enhanced visibility and demonstrate their commitment to addressing a pervasive issue that touches nearly everyone in some way. Substance use often remains a hidden struggle; by bringing it into the open, we can break down the barriers to seeking help and recovery. Your involvement shows that your business is a proactive member of the community, deeply invested in fostering an environment where open dialogue and support are the norms.



PRESENTING SPONSOR \$10,000



WEBSITE & SOCIAL MEDIA BENEFITS

- Premium-size logo top-tier location on Walk Registration Website
- Facebook Live or recorded video for social media
- Dedicated content on social media posts (4 posts)
- Mention in social media promotional posts (min 5 posts)
- Mention in Facebook Event listing

MARKETING & PRINT BENEFITS

- Extra large logo on ALL posters and event marketing materials
- Extra large logo on RT 23 Banner in Franklin
- Extra large logo in CFPC e-newsletters (5,000+ subscribers)
- Presenting sponsorship mention and logo in walk pre- and post-event e-blasts to registrants and donors
- Mention in event press release
- Inclusion in media opportunities (where appropriate)
- Sponsorship mentioned in CFPC 2025 annual report

RADIO BENEFITS

- Presenting sponsorship mentioned on 400+ radio advertisements on iHeartMedia Sussex stations 103.7, 102.3, and 106.3

WALK DAY SPONSOR BENEFITS

- Extra-large top-tier logo on the back of Walk event t-shirts
- Logo included on photo backdrop
- Logo included on large pavilion banner (New!)
- Inclusion in photo opportunity for Ribbon Cutting (New!)
- Inclusion in opening remarks
- Recognition by Emcee
- Logo on mile-marker walk signs
- Event day thank you banner with extra-large logo
- Exhibit space (prime position)
- 25 complimentary walk registrations and t-shirts





COMMUNITY HERO SPONSOR \$5,000

WEBSITE & SOCIAL MEDIA BENEFITS

- Large logo top-tier location on Walk Registration Website
- Dedicated content on social media posts (2 posts)
- Mention in social media promotional posts (min 3 posts)

MARKETING & PRINT BENEFITS

- Large logo on ALL posters and event marketing materials
- Large logo on RT 23 Banner in Franklin
- Logo in CFPC e-newsletters (5,000+ subscribers)
- Mention in event press release
- Inclusion in media opportunities (where appropriate)
- Sponsorship mentioned in CFPC 2025 annual report

RADIO BENEFITS

- Community Hero sponsorship mentioned in 150+ radio advertisements on **iHeartMedia Sussex stations 103.7, 102.3, and 106.3**



WALK DAY SPONSOR BENEFITS

- Large logo on the back of Walk event t-shirts
- Logo included on photo backdrop
- Logo included on large pavilion banner (New!)
- Inclusion in photo opportunity for Ribbon Cutting (New!)
- Inclusion in opening remarks
- Recognition by Emcee
- Logo on mile-marker walk signs
- Event day thank you banner with large logo
- Exhibit space (prime position)
- 15 complimentary walk registrations and t-shirts





COMMUNITY CHAMPION SPONSOR \$2,500

WEBSITE & SOCIAL MEDIA BENEFITS

- Medium logo on Walk Registration Website
- Dedicated content on social media posts (2 posts)
- Mention in social media promotional posts (min 2 posts)

MARKETING & PRINT BENEFITS

- Medium logo on ALL posters and select event marketing materials
- Medium logo on RT 23 Banner in Franklin
- Logo in CFPC e-newsletters (5,000+ subscribers)
- Mention in event press release

RADIO BENEFITS

- Mentioned in 100 radio advertisements on **iHeartMedia Sussex** stations **103.7, 102.3, and 106.3**



WALK DAY SPONSOR BENEFITS

- Medium logo on the back of Walk event t-shirts
- Medium logo included on photo backdrop
- Recognition by Emcee
- Logo on mile-marker walk signs
- Event day thank you banner with Medium logo
- Exhibit space (prime position)
- 10 complimentary walk registrations and t-shirts



COMMUNITY PARTNER SPONSOR \$1,000

WEBSITE & SOCIAL MEDIA BENEFITS

- Logo on Walk Registration Website
- Dedicated content on social media posts (1 posts)
- Mention in social media promotional posts (min 1 posts)

MARKETING & PRINT BENEFITS

- Logo select event marketing materials
- Logo in CFPC e-newsletters (5,000+ subscribers)



WALK DAY SPONSOR BENEFITS

- Logo on the back of Walk event t-shirts
- Event day thank you banner with logo
- Exhibit space
- 6 complimentary walk registrations and t-shirts



COMMUNITY SUPPORTER & FRIEND SPONSORSHIP

COMMUNITY SUPPORTER \$500

WEBSITE & SOCIAL MEDIA BENEFITS

- Logo on Walk Registration Website
- Mentioned on social media post (1 posts)

MARKETING & PRINT BENEFITS

- Logo in CFPC e-newsletters (5,000+ subscribers)

WALK DAY SPONSOR BENEFITS

- Logo on the back of Walk event t-shirts
- Event day thank you banner with logo
- Exhibit Space
- 4 complimentary walk registrations and t-shirts



FRIEND SPONSOR \$250

WEBSITE & SOCIAL MEDIA BENEFITS

- Logo on Walk Registration Website

WALK DAY SPONSOR BENEFITS

- Name on the back of Walk event t-shirts
- 2 complimentary walk registrations and t-shirts



NONPROFIT EXHIBIT SPACE \$250

CHARITABLE NONPROFIT EXHIBIT SPACE \$250

Exhibit space is included with all sponsorship levels of \$500 and above. However, The Center for Prevention & Counseling recognizes that not all nonprofit organizations have the same budget flexibility. To support the participation of our fellow nonprofits in our annual walk, we are pleased to offer a special nonprofit rate for \$250 for exhibit space.

Includes nonprofit's name on back of t-shirt

**This special rate does not include sponsorship benefits.*



Never doubt a small group of thoughtful,
committed citizens can change the world.
Indeed, it's the only thing that ever has."

~Margaret Mead



Center for Prevention & Counseling
SPONSORSHIP REGISTRATION FORM
Saturday, August 2, 2025

recoverywalk.org

****Sponsorship registration may be mailed or submitted online via credit card with 5% fee or ACH check with 1.5% fee recoverywalk.org****

- ☐ Presenting Sponsor \$10,000 ☐ Community Hero Sponsor \$5,000 ☐ Community Champion Sponsor \$2,500
☐ Community Partner Sponsor \$1,000 ☐ Community Supporter \$500
☐ Nonprofit Community Supporter \$500 ☐ Friend \$250 ☐ Nonprofit Exhibit Space

Business/Organization Name: _____

Contact Name: _____

Mailing Address: _____

Office Phone: _____ Mobile Phone: _____

Email: _____

MAIL FORM TO:

Center for Prevention & Counseling
Attn: Shannon Derstine
61 Spring St.
Newton, NJ 07860

EMAIL FORM TO:

walk@centerforprevention.org

Please provide your social media addresses for tagging and promotions

Example: Center for Prevention & Counseling = @cfpcnj









Changing the Face of Addiction annual walk is a fundraising event supporting the Center for Prevention & Counseling, a 501 (c)(3) non-profit agency serving the Sussex County NJ community for 50 years. centerforprevention.org • 973-383-4787