

[Sample letter]

June 20, 2003

Dear Treatment Provider:

The Connecticut Community for Addiction Recovery (CCAR) is hosting the **4th Annual Recovery Walks!** in support of recovery from alcohol and other drug addiction. Last year Recovery Walks! hit the big time with 3000+ walkers featured on the news of four major television networks.

I am asking if you will consider sponsoring this event. Please note the enclosed Sponsorship Packages and the corresponding benefits. Your gift is vitally important and will benefit the recovering community in Connecticut by helping to provide training for people in recovery, assisting in the formation of family support groups, supporting faith communities in developing recovery programming and funding continued advocacy efforts.

You, and other people from your organization, can also decide to walk as Individuals, collect donations and earn terrific prizes for your fundraising efforts. For example, collect \$100 and earn a Recovery Walks! cap, collect \$250 and earn a Recovery Walks! quarter-zip sweatshirt, etc. Also, a fantastic Grand Prize will be awarded to the Individual that collects the most money.

Or you might decide to Captain a Team and participate in the Team Competition. A Team consists of the Captain and at least four (4) other Members who have all given a minimum \$10 Personal Pledge for Recovery that entitles the giver to a Recovery Walks! T-shirt. Team Members then raise money by collecting pledges from family, friends, and co-workers. Walkers do not have to be in recovery... they only need to support recovery and freedom from addiction. We have Team Packets and a Team Coordinator to assist you every step of the way.

Over the last six years, CCAR, a private non-profit organization, has taken significant strides in "putting a face on recovery" and has become a well-respected, highly visible and vibrant grassroots organization whose membership includes more than 2500 persons in recovery, family members, friends and allies. We are your neighbors, business leaders, schoolteachers, legislators, clergy, police officers and others representative of your community. By having the courage to proclaim that "recovery from addiction is a reality" in our lives, CCAR has helped shape public policy, reduced the stigma surrounding addiction and recovery and has actively promoted recovery. I am very hopeful that you can participate this year. If you need more information please visit us on the web www.ccar.us or call me directly at 1 (860) 571-2985.

In the Spirit of the Recovery Community,

Phillip Valentine
CCAR Associate Director

June 20, 2003

Dear xxxx,

I want to thank you again for your support of **Recovery Walks!**, an event hosted by the Connecticut Community for Addiction Recovery (CCAR). Last year Recovery Walks! hit the big time with 3000+ walkers featured on the news of four major television networks. Your contribution to this event has been greatly appreciated by the entire recovery community. Thank you!

I am asking if you will consider sponsoring this event, the 4th annual walk in support of recovery from alcohol and other drug addiction. Please note the enclosed Sponsorship Packages and the corresponding benefits. Your gift is vitally important and will benefit the recovering community in Connecticut by helping to provide training for people in recovery, assisting in the formation of family support groups, supporting faith communities in developing recovery programming and funding continued advocacy efforts.

You, and other people from your organization, can also decide to walk as Individuals, collect donations and earn terrific prizes for your fundraising efforts. For example, collect \$100 and earn a Recovery Walks! cap, collect \$250 and earn a Recovery Walks! quarter-zip sweatshirt, etc. Also, a fantastic Grand Prize will be awarded to the Individual that collects the most money.

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I am very hopeful that you can contribute again this year. If you need more information please visit us on the web www.ccar-recovery.org or call me directly at 1-(860)-571-2985.

In the Spirit of the Recovery Community,

Phillip Valentine
CCAR Associate Director

[sample letter]

December 26, 2003

Dear Sir or Madam,

I thought it was hopeless. I thought I would die.

It wasn't. Someone helped me. And I recovered.

You can help too. For the 4th consecutive year thousands of people just like me, in recovery from alcohol and other drug addiction, along with family members, friends and allies, will walk in Hartford's Bushnell Park on September 21, 2003.

Your sponsorship will:

- Prove beyond any doubt, that recovery is real
- Create another phenomenal intervention of hope, healing and celebration
- Capture the magic of recovery for public consumption
- Spotlight the healing power of recovery and put it on center stage for the state to see

Last year Recovery Walks! hit the big time! The four television networks featured the walk on the evening news. You can be a part of the solution and say,

“YES! Addiction to alcohol and other drugs does have an answer. Recovery!”

The members of the Connecticut Community for Addiction Recovery (CCAR), a private non-profit organization over 2500 members strong, are living proof. CCAR is now organizing the 4th annual **Recovery Walks!** Please sponsor this walk in support of recovery from alcohol and other drug addiction. As you can see by the enclosed material, you can get involved at several different levels. We are looking for monetary donations, products, services or other in-kind contributions. You also have the unique option of being the sole sponsor for the T-shirts and/or the lunch. Please call me to make a special arrangement.

In the Spirit of Recovery,

Phillip Valentine
CCAR Associate Director

CCAR

Connecticut Community for Addiction Recovery

Recovery Walks! 2003
Sunday, September 21, 2003
Bushnell Park, Hartford, CT

Sponsorship Packages and Agreement Form

_____ agrees to provide sponsorship funding or In-Kind
(Name of sponsoring organization/business)

gifts in the amount of _____ in exchange for the sponsorship/promotional activities applicable to that contribution level (Platinum, Gold, Silver, Bronze, Copper).

Furthermore, _____ gives the Connecticut Community for
(Name of sponsoring organization/business)

Addiction Recovery (CCAR) and the Recovery Walks! 2003 Planning Committee permission to use its name, logo, banner, etc. for all promotional activities associated with Recovery Walks! 2003.

Signed _____ Date _____
(Organization/business representative)

Please return this agreement to:

CCAR
Attn: Recovery Walks! 2003
530 Silas Deane Highway, 2nd Floor
Wethersfield, CT 06109

For further information please call Phillip Valentine at (860) 571-2985

Or email phillip@ccar-recovery.org

Or visit us on the web at www.ccar.us



Recovery Walks! 2003 Sponsorship Levels

Platinum Sponsorship \$5000 Contribution

- Top billing as a Platinum Sponsor on the back of the Recovery Walks! T-shirt, 3000 will be distributed
- Recognition on 11" x 17" promotional posters to be displayed throughout the state
- **NEW THIS YEAR! Recovery Walks! Gear: 50 T-shirts, 16 Baseball Caps, 8 Quarter-Zip Sweatshirts**
- Press releases in local papers with prominent top billing as Platinum Sponsor
- Top billing on promotional posters displayed in Bushnell Park with your logo, on day of the walk
- Immediate posting on the CCAR website (www.ccar-recovery.org) as a Platinum Sponsor with a direct link to the Platinum Sponsor's website
- Listed in the Recovery Herald – the CCAR recovery newsletter that has a circulation of 3000+
- Listed in the Recovery Walks! program

Gold Sponsorship \$2500 Contribution

- Listed on the back of the Recovery Walks! T-shirt as a Gold Sponsor, 3000 will be distributed
- Top billing on promotional posters displayed in Bushnell Park with your logo, on day of the walk
- **NEW THIS YEAR! Recovery Walks! Gear: 25 T-shirts, 8 Baseball Caps, 4 Quarter-Zip Sweatshirts**
- Immediate posting on the CCAR website (www.ccar-recovery.org) as a Gold Sponsor with a direct link to the Gold Sponsor's website
- Listed in the Recovery Herald – the CCAR recovery newsletter that has a circulation of 3000+
- Listed in the Recovery Walks! program

Silver Sponsorship \$1000 Contribution

- Listed on the back of the Recovery Walks! T-shirt as a Silver Sponsor, 3000 will be distributed
- Top billing on promotional posters displayed in Bushnell Park with your logo, on day of the walk
- **NEW THIS YEAR! Gear: 10 T-shirts, 4 Baseball Caps, 2 Quarter-Zip Sweatshirts**
- Immediate posting on the CCAR website (www.ccar-recovery.org) as a Silver Sponsor with a direct link to the Silver Sponsor's website
- Listed in the Recovery Herald – the CCAR recovery newsletter that has a circulation of 3000+
- Listed in the Recovery Walks! program

Bronze Sponsorship \$500 Contribution

- Listed on the back of the Recovery Walks! T-shirt as a Bronze Sponsor, 3000 will be distributed
- Immediate posting on the CCAR website (www.ccar-recovery.org) as a Sponsor with a direct link to the Sponsor's website
- **NEW THIS YEAR! Recovery Walks! Gear: 5 T-shirts, 2 Baseball Caps, 1 Quarter-Zip Sweatshirt**
- Listed in the Recovery Herald – the CCAR recovery newsletter that has a circulation of 3000+
- Listed in the Recovery Walks! program

Copper Sponsorship \$100 Contribution

- Immediate posting on the CCAR website (www.ccar-recovery.org) as a Copper Sponsor with a direct link to the Sponsor's website
- **NEW THIS YEAR! Recovery Walks! Gear: 1 T-shirt, 1 Baseball Cap**
- Listed in the Recovery Herald – the CCAR recovery newsletter that has a circulation of 3000+
- Listed in the Recovery Walks! program

Recovery Walks! 2003 Sponsors Plus Pledges Collected

Platinum (\$5000+)

Department of Mental Health & Addiction Services (DMHAS)
New Haven Office of Substance Abuse Policy & Prevention (OSAPP)
Department of Children & Families (DCF)

Gold (\$2500+)

Silver (\$1000+)

ACE Taxi 244-9999
Aim for the STARS
CVH: Merritt Hall
Eder Brothers
Stonington Institute
Yale

Bronze (\$500+)

ADRC, Inc.
Advanced Behavioral Health
Connecticut Renaissance
The Connection, Inc.
CSAC
Green Mountain Coffee Roasters
Hometown Buffet
Torrie Howard
MCCA
N.E. Healthcare Employees Union 1199
New Life Christian Fellowship
Renaissance
Rushford
Stepping Stone House
ValueOptions
Westport Recovery Groups
Wheeler Clinic, Inc.

Copper (\$100+)

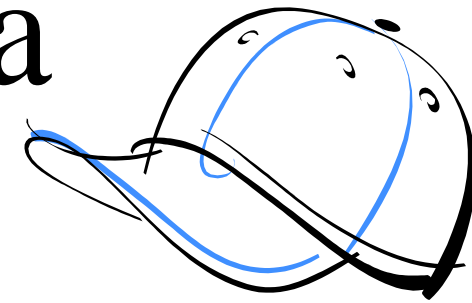
Ahern Communications
The Aligatas
American Society of Addiction Medicine
Suzanne Arsenault
Robert Bieri
Bob's Discount Furniture
Bob Duff
Kathy Burgess
Circuit City

Joan Colvin
COOP
CPAS, Inc.
Community Partners in Action
Dedicated to Recovery
DRA, AA, NA
Pam Ferguson
Cindy Gaffney
Gray Wolf
Valerie Hitchings
Norm Holland
Gary Hotham
Rose Joyner
Just the Two of Us
Mike Lavallee
The Lightbearers
MAAS Squad
Manchester Ice & Fuel
McCall Foundation, Inc.
Carlton Malloy
Manchester Ice & Fuel
Miracles
The Navigators
NEON House
Cheryl Nepvey
New Directions
One Step at a Time
The Open Hearth
Pitney Bowes
Felix Rivera
SATU
Anne Saucier
SCADD
Evelyn Solla
South Central Behavioral Health Network
Robert Sullivan
Team NAMI
Tires Plus Wheels
Sandy Valentine
Maria Vazquez
Willard-Cybulski Correctional Facility
Daniel A. Wilson
WIN Program

Pledge \$10 and receive a
Recovery Walks! T-shirt



Pledge \$15 and receive a
Recovery Walks! Cap



Pledge \$25 and receive a
Recovery Walks! ¼ Zip
Sweatshirt

