

SERENITY PLACE'S COURAGE TO CHANGE

Gala SPONSORSHIP PACKAGES

Thank you for your interest in sponsoring this year's Courage to Change Gala.

Your gift to Serenity Place directly impacts the life of a person suffering from addiction by allowing us to offer them possibilities for growth and change. We can only be effective when we work with individuals like you, who are compelled to help all members of the community to be productive, safe, and healthy. We strive to remove the barriers to treatment by dispelling the misconceptions that often exist regarding addiction. Join us as a sponsor and help us build a stronger community.

ABOUT SERENITY PLACE

Serenity Place, NCADD (National Council on Alcoholism and Drug Dependence) Greater Manchester is a community based non-profit agency providing critical inpatient and outpatient substance use disorder and addiction treatment services for individuals and families in downtown Manchester. The agency serves over 1,500 clients annually between all programs. We offer sliding fee scales, accept private insurances and Medicaid, but never turn anyone away due to their inability to pay. Clients often are coming from the most vulnerable circumstances; they are often leaving families behind, unemployed or even homeless.

The mission of Serenity Place is to provide opportunities for the chemically dependent person to become free of those chemicals, to maintain that freedom and to return



to the community as a contributing member.

Serenity Place has been offering services to the community for over 39 years. During this time, the agency has broadened its scope of services to include treatment options at almost every level of care. The goal is to meet clients where they are at and to ensure that clients and their families are being treated together in a supportive environment, especially now as New Hampshire is facing an opioid and addiction epidemic.

HISTORY OF THE GALA

The first Courage to Change Gala took place in 1995. For two decades, the Courage to Change Gala has been our opportunity to celebrate an individual who has shown extraordinary commitment to Serenity Place's mission. This person's contribution to others by example or for the good of the community has demonstrated the potential for growth and change, particularly for those who have been faced with addiction.

In addition to celebrating those individuals who are critical to furthering Serenity Place's mission, the event is also a time to celebrate those who have made it to recovery and beyond, our employees who make a lasting impact, and to raise funds to continue supporting the New Hampshire community with addiction services. To date, the Courage to Change Gala has raised awareness in the community around addiction as well as more than \$150,000 to support Serenity Place programs.

THIS YEAR'S GALA

It's hard to believe that we are just one year away from our 40th anniversary. With that exciting milestone front of mind for us, we have committed to making this year's Courage to Change Gala a truly unique experience.

The theme for the 2016 Courage to Change Gala is **My Road to Serenity** and we are anticipating a record-breaking 350 attendees. We have designed this year's Gala to be highly interactive to honor the personal and individualized journey our patients take towards recovery. Upon entering, guests will be provided with their Gala "roadmap" which highlights the different events occurring throughout the evening in the many rooms of The Falls Event



Center. Each room will memorialize important aspects of Serenity Place's past, present, and future. Our goal is to encourage attendees to explore the space, enjoy the food, and get inspired by the stories of those who have overcome addiction - all while benefiting the New Hampshire community.

New to the event this year is the invitation-only VIP Spotlight Reception. This intimate pre-event reception provides the opportunity for Serenity Place Board members and employees, premiere sponsors, award recipients, business executives, and others to celebrate individuals for their support and commitment over the years and to learn more about their important role in the Manchester community.

PREMIERE SPONSORSHIPS

There are three Premiere sponsorship packages available for this year's Courage to Change Gala. These packages sponsor the three main rooms of The Falls Event Center, each of which will highlight important aspects of Serenity Place's past, present, and future. Organizations

that select a Premiere sponsorship package will receive attendance to the VIP Spotlight reception, tables and tickets to the Gala, brand recognition before and during the Gala, as well as recognition in the event-related press release and on social media.

The Amoskeag Room Sponsorship - \$10,000

Looking to the Future

Your organization will be the only sponsor of the Amoskeag Room, the largest room at The Falls Event Center which also features an outdoor patio that overlooks the neighboring pool. The Amoskeag room sponsor will have premiere visibility at The Courage to Change Gala. In this room, we will be bestowing the Courage to Change award upon this year's recipient, the feature event of this year's celebration. In addition, this room will feature the VIP Spotlight Reception.

The Niagara Room Sponsorship - \$8,000

Celebrating the Past

Every attendee is welcomed into The Niagara Room upon entering The Falls Event Center, so your organization will be the first sponsor attendees see at this year's Courage to Change Gala. This room will feature previous Courage to Change award recipients and one of our most unique and highly anticipated event features, "Paving the Way to Serenity."

The Sutherland Room Sponsorship - \$6,000

Honoring the Present

This room, the most dynamic of the rooms at this year's Courage to Change Gala, is unique in that it is located directly in the middle of The Falls Event Center. All guests will venture into it because of its central location and because we will be unveiling key statistics about Serenity Place's impact in 2016 in this room.

Sponsorship Features	The Amoskeag Room Sponsorship	The Niagara Room Sponsorship	The Sutherland Room Sponsorship
HOSPITALITY			
Attendance to the VIP Spotlight Reception prior to the Gala	✓	✓	✓
High top tables with priority seating	4	3	2
Tickets to the Gala	20	15	10
MEDIA			
Your name/logo in the social media posts and the event press release*	✓	✓	✓
BRAND RECOGNITION			
A large sign indicating sponsorship at the entrance to respective room	✓	✓	✓
Your name/logo on the event agenda	✓	✓	✓
Verbal recognition at the event	✓	✓	✓
Your name/logo on Gala signage and presentations	✓	✓	✓

*For sponsorships confirmed prior to when press release is published.

EXCLUSIVE EVENT SPONSORSHIPS

In addition to our Premiere Sponsorships, there are several Exclusive Event Sponsorships available

for this year's Gala. Sponsors who choose one of these packages will receive tickets to this year's Gala and will be featured at the event.

"Paving the Way to Serenity" Sponsorship - \$4,000

5 tickets, tent card with your company logo at the station where bricks will be engraved for Serenity Place's new brick path to serenity

Dinner Sponsorship - \$3,000

4 tickets, tent card with your company logo at dinner stations

Hors D'oeuvres Sponsorship - \$3,000

4 tickets, tent card with your company logo at hors d'oeuvres stations

Dessert Sponsorship - \$3,000

4 tickets, tent card with your company logo at dessert stations

Centerpiece Sponsorship - \$3,000

4 tickets, your company logo featured on centerpieces

Presentation Sponsorship - \$2,500

3 tickets, your company logo featured on evening's presentation

Ribbons Sponsorship - \$1,000

2 tickets, your company logo featured at ribbon station upon entrance

SPONSORSHIP FORM

We wish to be recognized as a:

PREMIERE SPONSOR

- The Amoskeag Room Sponsorship - \$10,000
- The Niagara Room Sponsorship - \$8,000
- The Sutherland Room Sponsorship - \$6,000

EXCLUSIVE EVENT SPONSOR

- "Paving the Way to Serenity" Sponsorship - \$4,000
- Dinner Sponsorship - \$3,000
- Hors D'oeuvres Sponsorship - \$3,000
- Dessert Sponsorship - \$3,000
- Centerpiece Sponsorship - \$3,000
- Presentation Sponsorship - \$2,500
- Ribbons Sponsorship - \$1,000

ADDITIONAL WAYS TO SUPPORT SERENITY PLACE

- Purchase ____ Courage to Change Gala tickets at \$50 each = \$_____
- Purchase ____ high top tables of 5 at \$400 each = \$_____
- Sponsor ____ Serenity Place clients to attend the Gala at \$50 each = \$_____
- Sponsor ____ days of treatment for a client at \$160 each = \$_____
- Sponsor ____ meals for a Serenity Place client at \$35 each = \$_____
- Purchase ____ event centerpieces at \$100 each = \$_____
- Support Serenity Place with a cash or in-kind donation of \$_____

Our information is:

Business Name _____

Contact Person _____

Title _____

Address _____

Phone _____

Email _____

Please contact Stephanie Bergeron at 603-625-6980 or at info@serenityplace.org for questions or for more information about corporate sponsorships.

Please make checks out to "Serenity Place" and return this completed form to:

Serenity Place
Attn: Stephanie Bergeron
101 Manchester Street
Manchester, NH 03101

THANK YOU

#myroadtoserenity2016