



# ANNUAL PROGRAM & EVENTS

2025



# WHAT SPONSORSHIPS MAKE POSSIBLE

Center for Family Life and Recovery, Inc. is proud to be the area's leading expert in advocacy, prevention, counseling, and employee assistance programs. Along with supporting individuals and families struggling with addiction and recovery, mental health and behavioral issues, CFLR's goal is to inspire hope, provide help, promote wellness and transform lives.

**Because when there is Help, there is Hope!**



# ANNUAL GIVING SUPPORTS:

## RECOVERY PROGRAMMING:

Support allows us to offer mutual aid groups by engaging individuals socially, with a recovery focus, in activities that strengthen the 4 pillars of recovery: home, health, community, purpose.

**PREVENTION PROGRAMMING:** Support allows us to provide individualized prevention services and education that engage health, social, educational, and behavioral impacts of substance use. The goal is to develop a supportive community that enables children, adolescents, young adults, and families to have a healthy environment to thrive and grow.

## FAMILY SUPPORT NAVIGATION:

Funding for this program allows us to provide help the loved ones of those struggling with substance use disorders. Our goal is to help the whole family find recovery through a holistic approach, one that incorporates the strengths of all treatment and recovery agencies in our community.

## HOW TO GIVE:

Gifts can be made by cash, check, credit card, matching gift programs, SGO, stocks, and securities. You can make a onetime gift or structure a year-long or multi-year pledge with monthly or quarterly payments. CFLR can process secure credit card transactions for Visa, MasterCard, and American Express, as well as EFT gifts. Gifts to CFLR may also be eligible for corporate matching gift programs.

All Annual gifts to CFLR are tax-deductible to the extent allowed by law.

# ABOUT OUR EVENTS

## ANNUAL BREAKFAST

### Tuesday, April 8th, 2025

This signature event, which coincides with Alcohol Awareness Month, also recognizes the contributions of the community in helping support our agency's vision to be a leader in creating a world where people have the power to achieve and celebrate recovery.

The Amethyst Award & the Paul Dunn Advocacy Award are presented to members of our community who have helped others by inspiring them with the message of hope and recovery in the fields of mental health and substance use disorders.

## TAKE THE DAY

### May or June, 2025

This signature event, which coincides with Mental Health Awareness Month, held at 5 Points, is an event with a dual purpose. CFLR hopes to create an event that focuses on and celebrates "taking the day" to give yourself some self-love via a fun, interactive "mental health day", while providing networking opportunities throughout the event.

The event will consist of breakout wellness sessions, vendor booths and a luncheon.

## LIGHT OF HOPE

### August 17, 2025

Light of Hope event brings together the community in an awareness event and a beautiful ceremony held to remember the loved ones lost to suicide, and overdose and recognizes International Overdose Awareness Day. The Oneida County Opioid Task Force in collaborating with CFLR on this event and other events in Oneida County.



## TIM FOLEY RECOVERY CLASSIC: Applied Underwriters Invitational

### Thursday, September 25, 2025

The Annual Tim Foley Recovery Classic Golf Tournament will partner with the Applied Underwriters Invitational in 2025, the top charity golf event in the country. The event will be held at Shenendoah Golf Course at the Turning Stone Casino. The Invitational aims to support communities and assist those in need, benefiting over 75 charities and raising over \$287 million since its start. The event attracts over 11,000 golfers across 80 tournaments.

Participants will enjoy greens fees, lunch, snacks, gifts worth over \$500, and a dinner and award ceremony.

# MAXIMIZE YOUR IMPACT WITH THE RIGHT SPONSORSHIP PACKAGE

## MULTI-EVENT SPONSORSHIP OPPORTUNITIES

Multi-event sponsors enjoy the benefits of their sponsorship for all of 2024 events and have access to some exclusive perks. Sign up now before sponsorships increase..

PACKAGE FEATURES	Presenting Sponsor for all 2025 events \$17,500/\$4,375 quarterly	Partner Sponsor for all 2025 events \$8,000/\$2,000 quarterly	Ambassador Sponsor for all 2025 events \$5,000/\$1,250 quarterly
Annual Awareness Breakfast	<ul style="list-style-type: none"> <li>✓ Recognized as Presenting/Breakfast Sponsor</li> <li>✓ Table of 8 in prime location</li> <li>✓ Exhibition booth</li> <li>✓ Full page ad on program back cover</li> <li>✓ Logo on promotional materials and social media</li> </ul> <p>Value: \$5,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Gold Sponsor</li> <li>✓ Table of 8 in prime location</li> <li>✓ Full page ad in program</li> <li>✓ Logo on social media</li> </ul> <p>Value: \$2,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Silver Sponsor</li> <li>✓ Table of 8</li> <li>✓ Half page ad in program</li> <li>✓ Logo on social media</li> </ul> <p>Value: \$1,500</p>
Take the Day	<ul style="list-style-type: none"> <li>✓ Recognized as Presenting Sponsor</li> <li>✓ 10 Tickets</li> <li>✓ Industry exclusivity</li> <li>✓ Logo on social, at event, podium</li> <li>✓ Prime seating at luncheon</li> </ul> <p>Value: \$5,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as Lunch or Vendor Sponsor</li> <li>✓ 8 Tickets</li> <li>✓ Logo on social and at event</li> </ul> <p>Value: \$2,500</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Gold Sponsor</li> <li>✓ 6 Tickets</li> <li>✓ Mention on social and at event</li> </ul> <p>Value: \$1,000</p>
Light of Hope	<ul style="list-style-type: none"> <li>✓ Recognized as Presenting Sponsor</li> <li>✓ Logo on stage and social</li> <li>✓ Booth if desired</li> <li>✓ Ability to speak at event</li> </ul> <p>Value: \$2,500</p>	<ul style="list-style-type: none"> <li>✓ Recognized as Gold Sponsor</li> <li>✓ Pathway Sign</li> <li>✓ Prime Booth</li> </ul> <p>Value: \$1,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Silver Sponsor</li> <li>✓ Booth or Pathway sign</li> </ul> <p>Value: \$500</p>
Tim Foley Recovery Classic: Applied Underwriters Invitational	<ul style="list-style-type: none"> <li>✓ Recognized as Dinner or Lunch Sponsor</li> <li>✓ One Foursome and four dinner guests</li> <li>✓ One hole sign</li> <li>✓ Recognition throughout the day</li> <li>✓ Item in goody bag, and social media, emails and web</li> </ul> <p>Value: \$6,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as Bag drop or Pin Flag sponsor</li> <li>✓ Foursome</li> <li>✓ Signage</li> <li>✓ Logo on social media and web</li> <li>✓ 4 additional dinner guests</li> </ul> <p>Value: \$3,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Silver Sponsor</li> <li>✓ Foursome</li> <li>✓ Path sign</li> <li>✓ Mention on social and at event</li> </ul> <p>Value: \$2,000</p>
Exclusive Agency Perks	<ul style="list-style-type: none"> <li>✓ Logo on Corporate Partner page for the year</li> <li>✓ EAP options for up to 20 employees or 1-hr training</li> <li>✓ Narcan Training for employees</li> <li>✓ Your company promotional item or coupon to be given at all events.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Logo on Corporate Partner page for the year</li> <li>✓ EAP: 1-hr training</li> <li>✓ Narcan Training for employees</li> <li>✓ Your company promotional item or coupon to be given at all events.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Logo on Corporate Partner page for the year</li> <li>✓ Narcan Training for employees</li> <li>✓ Your company promotional item or coupon to be given at all events.</li> </ul>

# SINGLE EVENT SPONSORSHIPS

Single-event sponsors enjoy the benefits of their sponsorship for individual event or events that they choose, providing sponsors with the ability to select a package that best fits their priorities.

EVENT/ PACKAGE FEATURES	Annual Breakfast	Take the Day	Light of Hope	Tim Foley Recovery Classic
Presenting/ Premier Sponsor	<ul style="list-style-type: none"> <li>✓ Recognized as Presenting/Breakfast Sponsor</li> <li>✓ Table of 8 in prime location</li> <li>✓ Exhibition booth</li> <li>✓ Full page ad on program back cover</li> <li>✓ Logo on promotional materials and social media</li> </ul> <p>Value: \$5,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as Presenting Sponsor</li> <li>✓ 8 tickets</li> <li>✓ Industry exclusivity</li> <li>✓ Logo on social, at event, podium</li> <li>✓ Prime seating at luncheon</li> </ul> <p>Value: \$5,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as Presenting Sponsor</li> <li>✓ Logo on stage and social</li> <li>✓ Booth if desired</li> </ul> <p>Value: \$2,500</p>	<ul style="list-style-type: none"> <li>✓ Recognized as Presenting Sponsor</li> <li>✓ Two Foursomes and 8 dinner guests</li> <li>✓ 2 holes signs</li> <li>✓ Recognition throughout the day</li> <li>✓ Logo on promotional materials, item in goody bag, and social media, and website</li> </ul> <p>Value: \$10,000</p>
Special Event Sponsor	N/A	<ul style="list-style-type: none"> <li>✓ Recognized as Lunch or Vendor Sponsor</li> <li>✓ 4 Tickets</li> <li>✓ Logo on social and at event</li> </ul> <p>Value: \$2,500</p>	<ul style="list-style-type: none"> <li>✓ T-shirt sponsor</li> </ul> <p>Value: \$250</p>	<ul style="list-style-type: none"> <li>✓ Million Dollar Shoot Out sponsor \$4,000</li> <li>✓ Bag Drop Sponsor \$3,000</li> <li>✓ Putting Green Sponsorship \$2,750</li> </ul>
Gold Sponsor	<ul style="list-style-type: none"> <li>✓ Recognized as a Gold Sponsor</li> <li>✓ Table of 8 in prime location</li> <li>✓ Full page ad in program</li> <li>✓ Logo on social media</li> </ul> <p>Value: \$2,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Gold Sponsor</li> <li>✓ 4 tickets</li> <li>✓ Mention on social and at event</li> </ul> <p>Value: \$1,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Gold Sponsor</li> <li>✓ Pathway Sign</li> <li>✓ Prime Booth</li> </ul> <p>Value: \$1,000</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Gold Sponsor</li> <li>✓ Foursome</li> <li>✓ Hole sign</li> <li>✓ Logo on social media and web</li> </ul> <p>Value: \$2,500</p>
Silver Sponsor	<ul style="list-style-type: none"> <li>✓ Recognized as a Silver Sponsor</li> <li>✓ Table of 8</li> <li>✓ Half page ad in program</li> <li>✓ Logo on social media</li> </ul> <p>Value: \$1,200</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Gold Sponsor</li> <li>✓ 2 tickets</li> <li>✓ Mention on social and at event</li> </ul> <p>Value: \$500</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Silver Sponsor</li> <li>✓ Prime Booth</li> </ul> <p>Value: \$500</p>	<ul style="list-style-type: none"> <li>✓ Recognized as a Silver Sponsor</li> <li>✓ Foursome</li> <li>✓ Path sign</li> <li>✓ Mention on social and at event</li> </ul> <p>Value: \$2,000</p>

We value your partnership. Our Sponsorship program is adaptable to meet the needs of your organization. If you don't see an option that works for you, please contact us to create a custom option.



# PROGRAMMING UNDERWRITING

Underwriting opportunities are an ideal opportunity to support specific elements of our programs, providing sponsors with the ability to select to support programs that best fits their priorities.

Other Programs/ Services	Recovery	Prevention	Family Support	Community
<p>CFLR's Compeer Mentoring Program</p> <p>✓ Improve mental health &amp; decrease social-emotional barriers by volunteers mentoring youths, adults, &amp; seniors receiving mental health services</p> <p>✓ Opportunity to have staff volunteer 2-4 hrs per month</p> <p>✓ Host/sponsor 2 events per week between Utica, Rome and Camden at a cost of \$100 per event</p>	<p><b>HOPE Events (Healing Opportunities Program Engagement)</b></p> <p>✓ 2 events per week between Utica, Rome and Camden</p> <p>✓ Opportunity to include item in HOPE bags given to participants</p> <p>✓ Cost per HOPE event \$100</p>	<p><b>Medication Take Back Days</b></p> <p>✓ 2 events per year held in Utica, Rome and Camden to collect unused medications</p> <p>✓ Opportunity to have staff volunteer and/or add items to HOPE bags given out</p> <p>✓ Cost per event \$2-3,000 just for the HOPE bags given out</p>	<p><b>Family Recovery Support Groups</b></p> <p>✓ Addiction is a family disease. Recovery is a family journey. We offer a 2x monthly Family Support group.</p> <p>✓ The Light Carried Group - for parents who have lost a child due to addiction. Held 2x a month.</p> <p>✓ Cost per meeting is \$150</p>	
<p><b>Mental Health First Aid (youth/adult)</b></p> <p>✓ Teaches parents, family members, caregivers, teachers, school staff, peers, neighbors, health and human services workers, and other caring citizens how to help someone who is experiencing a mental health or addictions challenge or is in crisis.</p> <p>✓ Monthly programming</p> <p>✓ Sponsor a month to include scholarship for up to 25 participants \$2,000</p>	<p><b>Street Outreach/ Quarterly Erin's Light</b></p> <p>✓ Provide homeless, shelters and ____ with bags filled with needed supplies, educational and resource materials.</p> <p>✓ Hand out between 200-300 quarterly at a cost of \$20 per bag</p>	<p><b>Youth Mental Health Fun Days</b></p> <p>✓ 2 events per year held in Oneida City to provide underserved youth a free activity and offer free educational resources to youth and parents</p> <p>✓ Opportunity to have staff volunteer and/or add items to HOPE bags given out</p> <p>✓ Cost per event \$2-3,000</p>		

## IN-KIND DONATIONS

Non-monetary sponsorship such as coupons for items for HOPE bags, free services for events, prizes, and auction items, and TIME through volunteer service are welcomed and appreciated. For companies providing services such as photography, DJ / entertainment, signage, and party rentals, the value of the goods or services donated can be an underwriting opportunity or sponsorship levels.

Volunteering	Recovery/ Outreach	Prevention/ Mental Health Days	Fundraising Events
<ul style="list-style-type: none"><li>Mentoring (4-hour monthly commitment)</li><li>Event volunteers</li><li>Recovery Outreach</li><li>Mental health days</li></ul>	<ul style="list-style-type: none"><li>Blankets, Hats, Socks</li><li>Beauty &amp; Personal items</li><li>Refreshments &amp; Food</li><li>Printing</li></ul>	<ul style="list-style-type: none"><li>Inflatable Slides</li><li>DJ/Entertainment</li><li>T-shirts</li><li>Refreshments &amp; Food</li><li>Prizes</li></ul>	<ul style="list-style-type: none"><li>Raffle Items</li><li>Floral Arrangements</li><li>Party Favors</li><li>Photography Services</li><li>Printing Services</li></ul>

# Sponsorship Promise

We DO NOT accept every company that applies to become a sponsor. Sponsorship opportunities are reserved for highly qualified companies and individuals who will help further the mission and purpose of Center for Family Life and Recovery.

Sponsors must maintain company or product integrity and standards with a commitment to community and service. Sponsorship opportunities require a donation because it allows us to sustain and develop new programs and services.

The benefits of sponsorship reach beyond the initial recognition. As a sponsor, you and/or your company are acknowledging a shared dream to support individuals struggling with addiction, mental health and behavioral issues by inspiring hope, providing help, promoting wellness and transforming lives.

As a sponsor, we promise the following benefits with all levels of sponsorship:

- The opportunity to build trust and establish rapport within the local community.
- The opportunity to generate new sales and build business partnerships.
- The opportunity for your staff to volunteer at events and with our programming staff.
- Community Involvement and Giving Back
- Distribution of Samples or Trial Offers
- Brand Awareness and Recognition
- Media Exposure to Help Promote Your Business or Brand
- Tax Deduction and Write Off of Business Expenses
- We appreciate your helping us to provide help and hope to so many



## YOUR REACH

### AGENCY Reach

- 2,700 followers across our social media pages  
Annual Organic Reach: Facebook 73,000, Instagram 2,871
- 2,400 email subscribers on our mailing list
- over 17,000 new visitors to our website annually
- Over 5000 HOPE bags passed out per year.
- Over 5000 in-person and digital attendees at trainings or educational presentations
- 51 press contacts across 28 news outlets

# COMMITMENT FORM

## MULTI-EVENT SPONSOR

<input type="checkbox"/> Presenting Sponsorship	<input type="checkbox"/> \$17,500 or <input type="checkbox"/> \$4,375 qtrly
<input type="checkbox"/> Partner Sponsorship	<input type="checkbox"/> \$8,000 or <input type="checkbox"/> \$2,000 qtrly
<input type="checkbox"/> Ambassador Sponsorship	<input type="checkbox"/> \$5,000 or <input type="checkbox"/> \$1,125 qtrly

## INDIVIDUAL EVENT SPONSORSHIPS

<input type="checkbox"/> Annual Awareness Breakfast:	Level	\$	_____
<input type="checkbox"/> Take the Day:	Level	\$	_____
<input type="checkbox"/> Light of Hope:	Level	\$	_____
<input type="checkbox"/> Tim Foley Recovery Classic:	Level	\$	_____
		Total	\$ _____

## PROGRAM UNDERWRITING

Program: _____	Support Amount \$ _____
Program: _____	Support Amount \$ _____
Program: _____	Support Amount \$ _____
	Total \$ _____

## • YOUR INFORMATION

Company \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

For more information or to activate your sponsorship, contact Kerr Flanders, Director of Fund Development & Marketing, [kflanders@cflrinc.org](mailto:kflanders@cflrinc.org), 315.272.1755 or mail this form to CFLR, 501 Court St., Utica, NY 13502