



RECOVERY SHOT

GOLF "FORE" RECOVERY

Wednesday, September 17, 2025

Angus Glen Golf Club
10080 Kennedy Road, Markham, Ontario



PRESENTED BY: UNIFOR CANADA & RENASCENT FOUNDATION

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**Join us in
making a difference!**

Your support helps ensure that
Renascent can continue to provide
vital services to those in need.



Renasant's Impact (in 2023-2024)



1,871 enrollments
across all of Renasant's
live-in and outpatient
treatment programs.



803 people
were admitted into intensive
inpatient/live-in treatment in
our treatment homes.



334 people
were admitted to treatment
in our Virtual Intensive
Treatment Program.



We delivered a total of
21,499 patient days.
Patient days represent the combined length
of stays for each of the individuals served via our
inpatient treatment program.



Our Client Care and
Access Centre team made
over 29,632 connections
(phone calls and emails)
with people looking for support.



433 people
participated in our
Continuing Care Program.



273 people
(parents, siblings, partners, and
loved ones) participated in our
Essential Family Care Program.



28 children
participated in our
Children's Program.

You are making an invaluable difference in the lives of people who are struggling with addiction when you support Renasant Recovery Shot Golf Tournament.

Each day, Renasant's staff work tirelessly to give people the power to re-write their future. They help save the lives of those who are struggling, and bring them hope, connection, and a sense of belonging once again.

Your generosity fuels our impact.

About Recovery Shot

Together, let's tee off for hope and healing!

Join us on Wednesday, September 17, 2025 at Angus Glen Golf Course in Markham for the 31st Annual Recovery Shot Golf Tournament, where we will raise critical funds for addiction treatment programs at Renascent.

This tournament has been the cornerstone of our mission to raise funds to support individuals struggling with addiction and mental health challenges.

With over \$3 million raised since its inception, this event has significantly transformed the lives of countless individuals, families, and communities. By participating, you will help us continue this vital work and ensure access to life-changing programs for those in need.

As a sponsor, you will not only elevate your business' visibility but also play a key role in advancing mental health and addiction care at Renascent. We invite you to be part of this impactful day, connecting with others who share a commitment to making a lasting difference in the lives of those affected by addiction.

For more information about sponsorship opportunities and to reserve your spot, please contact:



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Sponsorship Opportunities

SOLD
OUT

Title Sponsorship

\$40,000*

- Exclusive identification as "Title Sponsorship" included on all marketing materials.
- Opportunity to for global address during meal.
- Three (3) complimentary foursomes, with golfer gifts and food throughout the day.
- Logo placement on one (1) tee sign.
- Opportunity to contribute promotional items in gift bags, distributed to all golfers and guests (up-to 150 bags).
- Recognition in the *Renasant Gifts at Work* Newsletter and Social Media.

Champion Sponsorship

\$25,000*

- Exclusive identification as "Champion Sponsor" included on all marketing materials.
- Opportunity to customize message in event passport or on digital score cards.
- Two (2) complimentary foursomes, with golfer gifts and food throughout the day.
- Logo placement on one (1) tee sign.
- Opportunity to contribute promotional items in gift bags, distributed to all golfers and guests (up-to 150 bags).
- Recognition in the *Renasant Gifts at Work* Newsletter and Social Media.

Lunch Sponsorship

\$17,500*

- Exclusive identification as "Lunch Sponsor" included on all marketing materials.
- Opportunity to customize half-page ad/ message in event passport.
- One (1) complimentary foursome, with golfer gifts and food throughout the day.
- Logo placement in lunch area and serving tables.
- Opportunity to contribute promotional items in gift bags, distributed to all golfers and guests (up-to 150 bags).
- Recognition on Renasant's social media account.

SOLD
OUT

Registration Sponsorship

\$10,000*

- Identification as "Registration Sponsor" included on all marketing materials.
- Corporate Logo/messaging featured on golfer cart.
- One (1) complimentary foursome, with golfer gifts and food throughout the day.
- Opportunity to set up a booth on one of the holes.
- Recognition on Renasant's social media account.

Sponsorship Opportunities

GPS Sponsor

\$7,500

- Identification as "GPS Sponsor" included on all marketing materials.
- Corporate Logo/messaging featured in loop on digital screen ever 4 holes.
- One (1) complimentary foursome, with golfer gifts and food throughout the day.
- Opportunity to contribute promotional items in gift bags, distributed to all golfers and guests (up-to 150 bags).
- Recognition on Renascent's social media account.

Golf Cart Sponsor

\$6,000*

- Identification as "Golf Cart Sponsor" included on all marketing materials.
- Corporate Logo/messaging featured on golfer cart.
- One (1) complimentary foursome, with golfer gifts and food throughout the day.
- Opportunity to contribute promotional items in gift bags, distributed to all golfers and guests (up-to 150 bags).
- Logo placement near golf cart parking area.
- Recognition on Renascent's social media account.

SOLD OUT

Golf Ball Sponsor

\$5,500*

- Exclusive identification as "Golf Ball Sponsor" included on all marketing materials.
- Logo placement on golf ball as an item in gift bags, distributed to all golfers, golf balls purchased at bulk through Renascent.
- One (1) complimentary foursome, with golfer gifts and food throughout the day.
- Opportunity to contribute promotional items in gift bags, distributed to all golfers and guests (up-to 150 bags).
- Recognition on Renascent's social media account.

Golfer Activity Sponsor

\$5,000

- Exclusive identification as "Golfer Activity Sponsor" included on all marketing materials.
- Logo placement on one of the four one-course activities, with tee branded to your corporate colours with corporate banner (optional).
- One (1) complimentary foursome, with golfer gifts and food throughout the day.
- Logo placement on one (1) by golf-carts at the start of tournament.
- Opportunity to contribute promotional items for on-course activity, distributed to all golfers and guests (up-to 150 items).
- Recognition on Renascent's social media account.

Sponsorship Opportunities

Silent Auction Sponsor

\$5,000

- Exclusive identification as "Silent Auction Sponsor" on all digital and in-person marketing materials.
- Your logo appears on all event promotional materials, including flyers and social media, maximizing exposure for your brand.
- Receive verbal acknowledgment during the auction and inclusion in event materials, highlighting your contribution.
- Attend the dinner to connect with other sponsors, donors, and participants invested in making a difference.
- Recognition on Renascent's social media account.

Sponsor Foursome

\$4,000

- 18-hole round of golf with golf cart for four.
- Logo placement on one (1) tee sign.
- BBQ Lunch prior to tee-off.
- Full three course plated dinner upon conclusion of round.

Standard Foursome

\$2,200

- 18-hole round of golf with golf cart for four.
- BBQ Lunch prior to tee-off.
- Full three course plated dinner upon conclusion of round.
- Discount of \$50 for each Renascent Alumni golfer.
- Eligible for a charitable benefit receipt.





Additional Activation Opportunities (no golf)

These items must be purchased with a foursome or foursome hole sponsor.

All items listed here include two (2) dinner tickets and brand activation during the tournament. No golf is included.

- **Snack Hole:** \$1,500
- **Practice Tee:** \$1,000
- **Beverage/Snack Cart:** \$1,500
- **White Tee Sponsor:** \$100/tee

These items must be purchased with a sponsor foursome for \$4,000 or a standard foursome for \$2,200, the additional item will be added to your total participation fee.

Can't attend? You can provide a meaningful experience to deserving members of the Renascent Alumni Community. Consider donating your foursome back to the tournament and we'll do the organizing.

For more information, to secure your spot, or donate, visit our event webpage.



In-Kind Contributions

Support Renascent's mission with in-kind contributions!

Your generous in-kind donations play a crucial role in supporting our Recovery Shot golf tournament and the life-changing programs at Renascent. By contributing goods or services, you help us direct more funds toward our mission of providing effective addiction treatment and mental health support.

Examples of In-Kind Contributions:



Auction Items: Unique experiences, gift baskets, or services that can be auctioned off to raise funds for Renascent's programs.



Golf Prizes: Equipment, apparel, or accessories that can be awarded to participants during the tournament.



Food and Beverage: Catering or snack items for the event, enhancing the experience for all attendees.



Promotional Materials: Branded merchandise to enhance the visibility of your company during the tournament.

Benefits of Gift-in-Kind Sponsorship:



Brand Exposure: Your company logo will be included in promotional materials, event signage, and the tournament program, showcasing your support for mental health and addiction recovery.



Community Recognition: Align your brand with a meaningful cause, reinforcing your commitment to corporate social responsibility and community well-being.



Networking Opportunities: Connect with other sponsors, participants, and community leaders who share a vested interest in making a difference.



Verbal Acknowledgment: Recognition during the tournament, highlighting your generous contributions.

Invest in Mental Health

Join us in making a meaningful impact on mental health and addiction recovery through our golf tournament.

Your sponsorship will help fund vital programs at Renascent, providing essential support to individuals and families in need. **Did you know that 1 in 5 Canadians will experience a mental health issue in their lifetime?**

Your investment can help ensure that those in need receive the treatment and support they deserve.

Audience Overview

Recovery Shot promotion continues to provide value for sponsors. Through targeted advertising and promotion, Renascent will build awareness of the event, its sponsors, and life-changing recovery. This tournament receives steadfast support from prominent Canadian corporations and associations united by a shared vision to reshape the landscape of mental health and addiction within our communities, including:

- Canada's Top 500 Companies
- Manufacturing and Trade Companies
- Potential Union Members and Alumni
- National and Provincial Food and Beverage Distributors and Wholesalers
- Top 100 Insurance and Employee Wellness Sector Employers
- Renascent's Corporate Partners: Over 200 organizations within the mental health and addiction sector



Target Audience Profile

By investing in this event, you're not only promoting your brand but also joining a community of like-minded individuals dedicated to fostering mental wellness. Together, we can drive positive change and support those affected by addiction.



Demographics

Gender

- 80% male / 20% female

Age Range

Women: Ages 35-45 and 50-67, interested in mental health and personal wellness.

Men: Ages 40-55 and 60-75, holding management-level to executive leadership roles.

Income

- \$80,000 to \$200,000

Occupation

Management-level roles, including:

- Executives (CEO, COO, CFO)
- Senior Managers
- Directors
- Department Heads
- Team Leaders



Company Characteristics

Corporate Sector

Industries that support employee participation in golf tournaments, such as:

- Finance and Banking
- Technology
- Manufacturing
- Healthcare
- Real Estate
- Consulting

Company Size and Culture

- Medium to large organizations with structured corporate social responsibility (CSR) programs and employee engagement initiatives.
- Companies that value team-building, networking, and community involvement.



Psychographics

Interests

- Golf and outdoor activities
- Networking and professional development
- Philanthropy and community service
- Mental health and personal wellness
- Employee wellness programs and benefits related to addiction and mental health services.

Values

- Teamwork and collaboration
- Commitment to corporate social responsibility
- Personal and professional growth

Motivations

- Enhancing corporate brand and network within the health care sector.
- Supporting charitable causes through corporate initiatives with an investment in philanthropy and mental health.



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