



RECOVERY SHOT

GOLF "FORE" RECOVERY

Wednesday, September 16, 2026

Deer Creek, 2700 Audley Road North, Ajax, ON



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 2024-2025)



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.



1,136 enrollments

across all of Renasant's live-in and outpatient treatment programs.



770 people

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



366 people

were admitted to treatment in our Virtual Intensive Treatment Program.



We delivered a total of
21,627 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 26,886 connections
(phone calls and emails) with people looking for support.



363 people

participated in our Continuing Care Program.



269 people

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



32 Children and 28 Parents

were served through our Children's Program.

Your generosity fuels our impact.

About Recovery Shot

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

Join us in September 2026 for Renascent's 32nd Annual Recovery Shot 18-hole charity 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 nearly \$4 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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About Deer Creek

We can't wait to welcome you!

We're thrilled to announce that Renascent is moving its annual tournaments to Deer Creek golf club in Durham.

This beautiful, top-rated course will offer our golfers, sponsors, and supporters an even more enjoyable experience — with the same great cause and the same great day you look forward to each year.

Deer Creek, now part of the ClubLink family, is located at **2700 Audley Road N., Ajax, Ontario**, in the Durham Region just east of Toronto. It's easily accessible (approximately 20 minutes from Highway 401/Don Valley Parkway) and offers top-tier amenities, making it an excellent venue for our tournament.

Your participation continues to fuel life-changing treatment and recovery programs, and this new venue allows us to elevate the event while honouring the impact your generosity makes possible.

We can't wait to welcome you to Deer Creek for an unforgettable tournament in support of healing, hope, and recovery.



Sponsorship Opportunities

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.

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.

Scorecard Sponsor

\$6,000*

- Branded scorecards for each golfer — up to 152 impressions.
- 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.

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.

Sponsorship Opportunities

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.

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 continues to deliver exceptional value and visibility for sponsors. Through strategic promotion and targeted advertising, Renascent amplifies awareness of the event, its partners, and the life-changing impact of recovery. Sponsors benefit from alignment with a respected cause and exposure to an influential audience — approximately 60% men and 40% women, primarily business professionals aged 35–65 with significant decision-making power.

This prestigious tournament is proudly supported by leading Canadian corporations and associations united by a shared vision to transform mental health and addiction care in our communities, including:

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

With every year, Recovery Shot strengthens sponsor recognition, builds meaningful connections, and demonstrates the profound impact of partnership in advancing recovery.

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

- 60% male / 40% 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:

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

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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