



## THE MCSHIN FOUNDATION

### Annual Sponsorship Package

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With the generous support of its sponsors, the McShin Foundation is able to schedule community events, including several signature fundraising events, throughout the year:

- ❖ Every September, we celebrate National Recovery Month with **The McShin Foundation's Annual Recovery Fest & Annual KCBS BBQ Cook Off**. This is McShin's **signature event**. McShin was given the **2012 & 2013 SAMHSA National RECOVERY EVENT AWARD for Best Recovery Fest**. **4,000-7,000** attendees join Policy Makers; 20-30 Non-Profit organizations, 25+ Vendors, musicians and recovery supporters in this day long celebration.
- ❖ March is our Sober St. Patrick's Day celebration! This 2-day event is in Richmond's Church Hill neighborhood. There are thousands in attendance. McShin provides a safe, sober section for individuals to come and hang out, enjoy the festivities, and have recovery fun!
- ❖ **Annual McShin Golf Classic** in May. With a full field of golfers, we receive over 100 "Hole sponsors", followed by an awards banquet. We reach out to approximately three thousand friends to help promote this successful fundraiser.
- ❖ McShin welcomes spring with our **Annual NCADD Bronze Key Awards banquet**. Since its inception, the McShin NCADD Bronze Key Award has been awarded annually to an influential recovery leader in our community to a standing room only crowd.

#### **Past Bronze Key Honorees Include:**

Greg Williams (Producer/Director) of "The Anonymous People"  
Rev. Michael Poole, Pastor of Hatcher Memorial Baptist Church

Dr. Jim May, Director of Substance Abuse at the Richmond Behavioral Health Authority

Henrico County Sheriff Michael L. Wade

Henrico County Judge Catherine Hammond

Henrico County Judge Gary Hicks

Henrico Commonwealth Attorney Shannon Taylor

Attorney General of Virginia Mark Herring

Past **Guest speakers** include **Governor Terry McAuliffe**, Republican Senate candidate **Ed Gillespie** and McShin Foundation former Executive Director, Daniel Payne.

- ❖ **The McShin Foundation's Annual Holiday Auction**. In December, McShin caps the year's events with a holiday party and auction where McShin's friends and supporters can enjoy fine food and shopping. The holiday party and auction attract over 200 attendees annually.
- ❖ **BLUEGRASS CONCERT/BENEFIT "LIVE IN RICHMOND"** Presented by: The McShin Foundation and The Virginia Folk Music Association; several hundred attendees join us for this full day of music along with a Brunswick stew fundraiser.
- ❖ **ANNUAL RECOVERY SUMMIT** – a daylong educational event featuring professionals and experts from various fields related to addiction and recovery including Pathways to Recovery, Criminal Justice, Medical and Policy/Legislature in addition to other various speakers.

- ❖ Each summer, McShin hosts a “**Pool Party**” - an afternoon-long event with live music and lots of food. We average 250 guests annually.
- ❖ In late summer, our “**Annual Alumni Picnic**” brings present and past participants along with many family members and friends to a fun family day of recovery.
- ❖ Throughout the year, McShin hosts **free public information community events/Town Hall Meetings, film screenings, book signings and speaker events**. Past events have included: renowned Addiction Doctor, Dr. Kevin McCauley, Comedian Mark Lundholm, Author William Cope Moyers, Dr. Marc Galanter, Executive Director of Archway Academy Sasha McLean, Motivational Speaker Kemba Smith, Patrick Kennedy, and Attorney General Mark Herring.
- ❖ McShin’s President and Co-Founder, John Shinholser, has embarked on a **Nationwide Correctional Facility Tour** – traveling around The United States speaking in jails and prisons about recovery and the importance of successful reintegration into society. In addition to this tour, McShin staff appear at trainings, conferences and speaking engagements nationwide throughout the year.
- ❖ McShin provides over \$195,000 of charity care annually. In 2016 there were over 1,748 indigent bed nights given away along with over 6,500 free meals.

## 2017 McShin Sponsorship Levels

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### **Grand Benefactor: \$50,000.00**

All benefactors will be recognized throughout the entire year of McShin programming, including signage at all events and three or more public informational speaking roles at events per year. Benefactors receive branding on all McShin marketing materials including our web page and monthly newsletter. Also, will be recognized at each event even if you are not in attendance. Your own marketing materials will be at our events as well as our RCO. As Grand Benefactor, “Benefactor”, and “Grand Sponsor” recognition benefits are included.

### **Nationwide Correctional Facility Tour Benefactor: \$30,000.00**

The Nationwide Correctional Facility Tour Benefactor will be recognized through social media posts, newsletter and website linkage to services, logo placement on all tour flyers, and verbal acknowledgement at all stops and speaking engagements in recovery organizations related to the tour. Information about the tour benefactor will also be available on resource tables at The McShin Foundation. As of 12/1/17, there are 22 states left for John to visit. The benefactor will have the opportunity to attend states with him as they see fit. At the end of the tour, there will be a publication sharing photographs and stories from the tour, it will also include a feature of the tour benefactor.

### **Benefactor: \$25,000.00**

All benefactors will be recognized throughout the entire year of McShin programming, including signage at all events and one to two public informational speaking roles at events per year. Benefactors receive branding on all McShin marketing materials including our web page and monthly newsletter. As Benefactor, “Grand Sponsor” recognition benefits are included.

### **Grand Sponsor: \$20,000.00**

Sponsors will be given exhibition space and full-page recognition on event marketing materials and will be provided four tickets to all ticketed events and two foursome teams in our golf tournament. Recognized as event sponsor, single event banner display, all appropriate event apparatus i.e. exhibit display.

McShin also has web-site/home page where a lot of recognition of our previous sponsors can be viewed. We can link your organization if you like. A lot of sponsors end up on “classic posters” and pictures for perpetuity.

The McShin Foundation has an ever-growing base of supporters all across Virginia and the country. One of our main principles is reciprocity where appropriate and McShin provides linkages amongst its thousands of supporters.

Please remember, all McShin supporters have access to our staff and recovery center at all appropriate times. McShin is one of the best Recovery Community Organization (RCO) in Virginia with one of the largest Recovery Community Centers (RCC) in the state. Over 74,000 consumers came through McShin’s doors last year. McShin facilitates relationships between our sponsors, supporters and those who are in or seeking recovery on an ongoing basis.