



Zero Proof Affair

MOCKTAIL MASTER MIX OFF



Zero Proof Affair

M O C K T A I L M A S T E R M I X O F F

ACR Health's First Annual Zero Proof Affair & Mocktail Master Mix Off

November 9, 2023

6-9 PM

The RedHouse Arts Center

400 S. Salina St

Syracuse, NY 13202

In honor of ACR Health's 40th Anniversary we are hosting the first annual Zero Proof Affair & Mocktail Master Mix Off.

The Zero Proof Affair & Mocktail Master Mix Off is not just a fundraiser or a celebration of ACR Health's 40th Anniversary but a rethinking of how we meet, socialize, and build community. As a leader in supporting those impacted by substance use disorder, it made sense that we become a leader in offering an alcohol free or zero proof fundraising event. Along with your company, we should be leaders in building community and good times that do not depend on alcohol.

This year's Zero Proof Affair & Mocktail Master Mix Off will be a night of Salsa dancing, Latin food and a battle between local bartenders and mixologists for the title of Mocktail Master. Grupo Pagan will provide live music and La Familia de la Salsa will perform and teach Salsa. The event will also feature zero proof spirit tastings. A combination of music, food, mocktails and dancing that will surely get the crowd moving.

During the course of the evening, attendees will sample mocktails developed by area mixologist and bartenders culminating in a vote for the Mocktail Master.

Your Visibility

Website:

As a sponsor, your company will receive a great deal of visibility. From the website you will be exposed to nearly 41,000 visitors annually. Of those visitors 86% are new and the remaining 14% are returning visitors. Sixty-four percent of visitors are 18 to 44 years old while 36% are 45 years and older. Sixty percent of visitors are female and 40% are male.

Social Media:

ACR Health utilizes social media to highlight events, services, donors, and volunteers. Currently we have more than 7,000 followers across Facebook, Instagram, and LinkedIn platforms.

Direct/Email:

The ACR Health electronic newsletter is delivered to over 6,000 ACR Health donors, volunteers, community members, and media outlets monthly. Invitations will be sent to a select 5,000 high-level and long-term donors as well as key community leaders.

Media:

Press releases highlighting the event and donors will be sent to all area television and radio media outlets **throughout the Central, Northern and Mohawk Valley regions**. Additionally, advertising has been secured on top area television and radio stations.

Geographic Area:

We will also partner with media outlets throughout our service area which covers Cayuga, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, and St. Lawrence counties. These counties represent over **1.2 million residents** in the middle in the state.



About ACR Health

Founded in 1983, as the CNY Health Crisis the organization was staffed completely by volunteers dedicated to assisting people with AIDS. As the AIDS crisis grew, the organization kept up by growing larger and adding programs to meet community needs.

Today, ACR Health is a not-for-profit, community-based organization with 40 years of experience providing an array of support services to individuals affected by a wide range of chronic diseases, including HIV/AIDS and Hepatitis C, substance use disorder with the goal of positive health outcomes. In addition to serving those impacted by HIV/AIDS. Our programs and services have grown to serve nine counties providing a mixture of services to meet the needs of each county, including:

- Care management
- Health Insurance Navigation
- Behavioral Health
- Testing & Prevention
- Housing
- Employment Assistance
- LGBTQ+ affirming Youth Services
- Drug User Health
- Medical Transportation
- Family Stabilization
- Adolescent Pregnancy Prevention
- LGBTQ+ inclusive services
- Nutritional Health
- Medication Adherence

Serving more than **12,000 clients annually**, ACR Health supports underserved individuals who often face stigma in many areas of their lives, including health care. We provide care and support without judgement.

Our Mission: To create healthier communities by opening doors to services that enhance the wellbeing of all.

Our Vision: A community in which every person has the opportunity to achieve optimal health and equality.

Our Values: Commitment to Excellence - Respect for People and the Community – Wellbeing – Integrity - Empowerment – Teamwork

	<i>Presenter</i>	<i>Salsa Dancer</i>	<i>Tasting Station</i>	<i>Garnish</i>
Sponsorship Packages & Benefits	<p>\$10,000 (1) 6 Tickets</p>	<p>\$5,000 4 tickets</p>	<p>\$2,500 (2) 4 tickets</p>	<p>\$1,000 2 tickets</p>
Pre-Event Recognition	<ul style="list-style-type: none"> Logo on the ACR Health website with a live link. Recognition in all event press and marketing. Corporate Partner spotlight article for social media, website, and newsletter. Logo and sponsorship recognition on invitations, website, social media campaign. 	<ul style="list-style-type: none"> Logo on the ACR Health website with a live link. Recognition in all event press and marketing. Logo and sponsorship recognition on invitations, website, social media campaign 	<ul style="list-style-type: none"> Logo on the ACR Health website with a live link. Recognition in all event press and marketing. Recognition on the ACR Health website sponsor page. 	<ul style="list-style-type: none"> Logo on the ACR Health website Recognition in all event press and marketing.
On-Site Recognition	<ul style="list-style-type: none"> Featured in the Surviving & Thriving video. Full-page color ad (page preference) in the event program. Logo on gift bags. Opportunity to add corporate swag to the event gift bags. Featured on event sponsor reel. 	<ul style="list-style-type: none"> Featured in the Surviving & Thriving video. Full-page color ad in the event program. Logo on gift bags. Opportunity to add corporate swag to the event gift bags. Featured on event sponsor reel. 	<ul style="list-style-type: none"> Sponsorship recognition at tasting stations. Half-page color ad in the event program. Logo on gift bags. Opportunity to add corporate swag to the event gift bags. Featured on event sponsor reel. 	<ul style="list-style-type: none"> Half-page color ad in the event program. Recognition on event sponsor reel.
Post Event Recognition	<ul style="list-style-type: none"> Membership in ACR Health's Corporate Partner Circle recognized in all publications. Mention in post-event press releases and social media campaign. Invitation to summer donor and volunteer recognition event. 	<ul style="list-style-type: none"> Corporate Partner spotlight article for social media, website, and newsletter. Membership in ACR Health's Corporate Partner Circle recognized in all publications. Mention in post-event press releases and social media campaign. Invitation to summer donor and volunteer recognition event. 	<ul style="list-style-type: none"> Mention in post-event press releases and social media campaign. Invitation to summer donor and volunteer recognition event. 	<ul style="list-style-type: none"> Mention in post-event press releases and social media campaign. Invitation to summer donor and volunteer recognition event.



- Yes!** I would like to become an ACR Health Corporate Partner (response and logo must be received by 10/2 to be included on pre-event marketing)
 - Presenter (\$10,000) 1 available
 - Salsa Dancer (\$5,000)
 - Tasting Station (\$2,500) 2 available
 - Garnish (\$1,000)

- I am not able to partner with ACR Health at this time, but
 - I would like to purchase a half-page ad (6" x 4¼") in the event program for \$500.
 - I would like to make a donation of \$_____.

Organization Information

Organization Name: _____

Contact, Title: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Phone:** _____

- Please invoice me.
 - Enclosed is my check, *payable to ACR Health*
 - Secure pay online.
 - Please charge my: VISA / MC / DISC / AMEX
- Card # _____ CVV# _____ Exp. _____
- Authorized signature (required): _____ Date: _____

Please return completed form to: ACR Health, 627 W Genesee St, Syracuse, NY 13204
 Attn: Development
 OR e-mail to klowe@acrhealth.org

For questions, contact Katherine Lowe, Director of Development and Community Engagement
 at (315) 898-2462 or klowe@acrhealth.org.