



50th Anniversary Sponsorship Deck

50 Years of Saving Lives Through Recovery



Who We Are



- In 1970, the CLARE Foundation started with a group of sober alcoholics doing outreach in Venice and Santa Monica, giving out blankets and sandwiches and offering 12-step solutions to other addicts and alcoholics.
- In 2018, CLARE merged with the Matrix Institute on Addictions to expanded treatment services, critical research data and results-driven training programs to save more lives.
- For 50+ years, CLARE | MATRIX has held true to the original founders: no one is turned away from treatment due to an inability to pay.
- As we embark on our 50th anniversary, we celebrate our past, recognize our present and look towards the future.



Who We Serve



Our guiding principle is simple: We turn no one away due to an inability to pay.

- Ages 18 and up.
- Racially diverse
 - 36% African American
 - 28% Caucasian
 - 28% Hispanic
 - 6% Asian
 - 2% other race, unknown or not reported)
- 90% live at or below the poverty line.
- 80% have experienced homelessness.
- Some are pregnant or have recently given birth.



Quick Facts in a Year



More than 10,000 individuals served annually through residential and outpatient treatment, Medication Assisted Treatment, adolescent prevention and intervention, training and recovery housing.

Residential Treatment serves:



480 Women



672 Men



240 Pregnant and Postpartum women and children



18,000 calls screened and assessed for Mental Health and Substance Use Disorder Referrals



Training

65 trainings conducted for healthcare providers, organizations and State government departments



17 locations including 3 gender responsive residential treatment centers and 7 sober living houses

Join Alonzo Bodden, Russell Brand,
Jamie Lee Curtis, Billy Gardell, Joe
Manganiello, Craig T. Nelson,
Courtney Thorne-Smith, Danny Trejo
and others To celebrate 50 years of
saving lives through recovery.



SUNDAY, NOVEMBER 15, 2020 | 4:30 pm – VIP Mocktail Half-Hour | 5:00 pm – Program

Virtual Celebration, Sunday, November 15, 2020



Join **Alonzo Bodden, Russell Brand, Jamie Lee Curtis, Billy Gardell, Joe Manganiello, Craig T. Nelson, Courtney Thorne-Smith and Danny Trejo** to celebrate 50 years of saving lives through recovery.

To mark our 50th year, we will be hosting our first virtual fundraising event. It will feature inspiring testimonials from C|M program participants, alumni, founders and friends.

Auction

Bid on amazing lots including a 10-minute call with the award-winning comedian, actor, author, public thought leader, and activist **Russell Brand** and other one of a kind experiences.

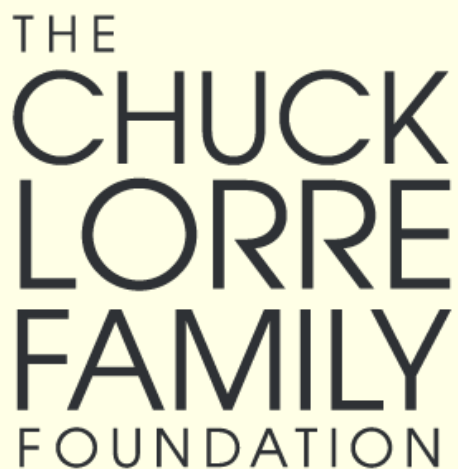
Watch party experience

VIPs will enjoy a premium event gift and goodies in the comfort of their own homes to enhance your viewing experience.



Thank you to The Chuck Lorre Family Foundation for their generous gift!

CHALLENGE ACCEPTED!

The logo for The Chuck Lorre Family Foundation is displayed within a thin orange rectangular border. The text is arranged in four lines: "THE" in a small, dark blue, sans-serif font; "CHUCK" in a large, dark blue, sans-serif font; "LORRE" in a large, dark blue, sans-serif font; and "FAMILY" in a large, dark blue, sans-serif font. Below "FAMILY", the word "FOUNDATION" is written in a smaller, dark blue, sans-serif font.

THE
CHUCK
LORRE
FAMILY
FOUNDATION

Dollar for dollar, The Chuck Lorre Family Foundation will match your donation up to \$50,000.

Double your impact and help us reach this goal!



Sponsorship Benefits



Sponsors receive:

- A branded virtual 'step and repeat' in our e-journal rotating before and after the event
- Six-month social media campaign on C | M platforms (Instagram, Twitter, Facebook) acknowledging support of Mental Health and Substance Use Disorder Treatment
- Visibility among ~ 10,000+ constituents via email and social media
- Virtual Networking with entertainment and community leaders through our Speaker Series and receptions
- Company employee engagement and volunteer opportunities
- Opportunity to serve as the auction sponsor
- Logo placement in the event
- Recognition in a running banner along the top or bottom of the screen



Sponsor Levels



CHAMPION | \$50,000

Prominent logo placement on digital platforms, electronic materials, social media and promotional items

Six-month social media campaign with presence throughout the year,

Prime full-color e-journal ad, Limited edition vintage Clare photo

Premium Event Gift Bag delivered to your address

PLATINUM | \$25,000

Recognition on digital platforms, electronic materials, social media,

Limited edition vintage Clare photo, Virtual Event ad

Premium Event Gift Bag delivered to your address

GOLD | \$10,000

Recognition on digital platforms, electronic materials and social media

Limited edition vintage Clare photo, e-journal ad

Premium Event Gift Bag delivered to your address

BRONZE | \$5,000

Recognition on digital platforms, electronic materials and social media

Limited edition vintage Clare photo, e-journal ad

Premium Event Gift Bag delivered to your address

***** ALL SPONSORSHIPS INCLUDE CONTRIBUTOR TICKET BENEFITS**



Ticket Levels



Contributor | \$1,000

A personalized link to the event for one household

Priority access to the CM Speaker Series

Limited edition vintage Clare photo

CLARE | MATRIX swag bag delivered to your address

Friend | \$500

A personalized link to the event for one household

Priority access to the CM Speaker Series

CLARE | MATRIX swag bag delivered to your address

Supporter | \$50

A personalized link to the event for one household

Priority access to the CM Speaker Series



LIMITED EDITION VINTAGE CLARE PHOTO

Ad Sales



Full-color Prime e-journal ad | \$1,000

Black-and-White e-journal ad | \$500

Logo placement on sponsor ad | \$250

Full-color Premier e-journal ad &
recognition on website

**Ads will run throughout the event and be
featured on the organization website from
November 15 – December 15, 2020.*



Be part of this monumental moment. Purchase an ad today!



CLARE | MATRIX

Saving Lives Through Recovery



Contact Gigi de Pourtales to learn more about
how you can become involved.

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