

Sponsorship Information

CHEFS PICNIC

ROOTS FOR REECE 2024

Bringing awareness and support for
NC Harm Reduction Coalition
(NCHRC)

June 9th, 2024

3PM to 7PM

Haven Farm
8521 Buffalo Rd.
Knightdale, NC 27545

Contact

Phone 919-824-0708

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Introduction

Unintentional medication or drug overdose claims the lives of six North Carolinians every day, highlighting the need for action. Sadly, opioid-related fatalities continue to rise, making it more important than ever to address this crisis. In response to this, the North Carolina Harm Reduction Coalition (NCHRC), a 501(c)(3) nonprofit on the front lines of opiate overdose prevention and education, launched a program in 2013 to distribute naloxone kits across the state and help save lives.

NCHRC is a comprehensive harm reduction program that provides grassroots advocacy, coalition building, and direct services to people affected by drug use, sex work, overdose, gender, STDs, HIV, and hepatitis. The organization also offers resources and support to law enforcement, public health, and provider communities. As a 501(c)(3), NCHRC heavily relies on funding from state and federal grants, donations, and volunteer distributors to achieve its noble mission. In 2022, 73,654 people died from a fentanyl overdose in the U.S. alone, more than double the amount of deaths from three years prior in 2019. So fentanyl was responsible for 200 deaths every day. Over a quarter of a million Americans have died from fentanyl overdose since 2018.

Since 2019, local chefs, breweries, distilleries, and purveyors have joined forces for the Roots for Reece Chef's picnic, hosted annually on Blake and Megan's farm. This remarkable event has allowed us to raise funds for over 3,000 doses of Naloxone.

Guests have delighted in savoring a wide array of small plates crafted by over two dozen talented local chefs. The event offers an abundance of craft beer, cocktails, wine, live music, and more, all in an enchanting atmosphere. Every single penny from the event's proceeds is dedicated to supporting the North Carolina Harm Reduction Coalition. We are truly excited to bring you an even larger event this year, showcasing an even greater number of outstanding local chefs and crafters.



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About Us



Blake Gotliffe

RFR Founder



Kelli Pfitzner

Project Coordinator



Lara Kelleher

Fundraising

Chef Blake Gotliffe's best friend Reece Byrd passed away due to a heroin overdose in 2017. Reece was a fun-loving and kind person who touched the lives of everyone he met. Blakes, who survived opiate addiction himself, was determined to prevent others from going through the same pain. He initiated a charity fundraiser called "Roots for Reece." The event involved local farmers and restaurants, which donated root vegetables and prepared dishes respectively, with all of the profits going toward the North Carolina Harm Reduction Coalition (NCHRC).

Following her own struggles with opioids as a result of doctors overprescribing and having lost many friends to addiction, Kelli Pfitzner lent her experience to the annual fundraiser in 2019. With a professional background in event planning, nonprofit work and service, her highest priority was boosting the fundraiser's success and supporting those battling addiction.

Vision



- Safe environment for community to discuss opioid crisis
- Bring community together through food, beverage and music
- Save lives together

Mission



- Raise \$50,000 for the NC Harm Reduction Coalition
- To provide over 2,000 naloxone kits
- Provide awareness education to the community

About The Event

This event brings local chefs together to raise awareness while providing some delicious, locally sourced small plates for our guests. You will get to eat from over two dozen chefs, sip on local craft beers, wonderful libations while enjoying some local music.

Fun for the whole family! Kids will also enjoy the farms petting zoo as well as yard games, nature class demonstrations and enjoy some food.

We are excited for this years event as we are able to continue to grow and support our community. Help us spread the word by sharing our event with your friends follow us on social media @RootsForReece



Event Highlight

To educate participants about harm reduction and saving a persons life.

Invite participants to gain knowledge about the NCHRC and it's support

Make participants aware of the opioid epidemic and how close to home it is.

Narcan demonstrations offered to participants

Event Schedule



3PM

Chef's Picnic Kick Off

Doors open! First stop is by our check in table upon arrival. We will confirm your tickets. If you ordered any swag or tickets for the petting zoo, we will have these items for you here as well as t-shirts for purchase



4PM

Story Time

Join us as survivors and families of survivors share their stories, with us. The struggles they have gone through, the resources they have found for guidance, and remembering those we have lost along the way to this extreme epidemic



6PM

Raffles & Auctions

We will announce raffle and auction winners. Must be present to win

Sponsorship Package



Platinum Package

Our Top Tier Sponsorship guarantees you help to save over 500 lives.

The company will receive recognition on various digital platforms such as the website, banners, signage, and social media accounts. This includes the logo, website link, social media handles, and contact information.

Your company logo will be prominently displayed on the back of the T-shirt.

The company will be provided with a designated booth space that includes a 6' table for up to 2 representatives. In addition, promotional materials such as flyers, coupons, and samples can be distributed to event attendees.

8 event tickets, each includes a T-shirt and a pint glass. Additionally, you will have access to VIP lounge seating with a dedicated personal server.

\$10,000



Gold Package

Gold Sponsorship guarantees you to help save 300 lives

The company will receive recognition on various digital platforms such as the website, banners, signage, and social media accounts. This includes the logo, website link, social media handles, and contact information.

Your company logo will be prominently displayed on the back of the T-shirt.

The company will be provided with a designated booth space that includes a 6' table for up to 2 representatives. In addition, promotional materials such as flyers, coupons, and samples can be distributed to event attendees.

6 Event Tickets with t-shirts and RFR pint glasses

\$5,000

Sponsorship Package



Silver Package

Silver Sponsorship helps to save over 150 lives.

The company will receive recognition on various digital platforms such as the website, banners, signage, and social media accounts. This includes the logo, website link, social media handles, and contact information.

Promotional materials (flyer, coupon, sample) can be distributed to guests

Company logo on the back of the RFR T-shirt
4 T-shirts

Booth Space with 6' table for up to 2
company representatives

4 Event Tickets

\$3,000



Bronze Package

This Sponsorship helps to support our Chefs.

Company recognition on social media platforms (logo, website, handles, contact info)

Promotional materials (flyer, coupon, sample) can be distributed to guests

Name of company on back of T-shirt
2 T-shirts

2 Event Tickets

\$1,000



**Thank you for your
support in saving human
lives**

Contact

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