

4/24

#SOBER424

CONTACT

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PROJECT NAME:

For 24 Movement

PARTNER PACKET

FOR 24 MOVEMENT

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01 OVERVIEW

We are creating the 420 of Sobriety! The 424 Movement is a global initiative dedicated to celebrating sobriety, promoting wellness, and empowering individuals to live their best lives. Founded on the belief that sobriety is a source of strength and liberation, our movement seeks to challenge perceptions, foster community, and create a world where sobriety is celebrated, not stigmatized.



READ ALL ABOUT IT

We're seeking press, podcast interviews, and other opportunities to share the mission of the 424 Movement and add credibility to our cause.



JOIN THE TEAM

We're assembling a dedicated team to help us build this movement from the ground up.

02 OBJECTIVES

The purpose of this project is to elevate April 24th to global recognition as a day dedicated to sobriety and celebration. We aim to inspire individuals to embrace sobriety as a pathway to joy, authenticity and fun. We want people to know you can have a blast without the hangover.



PROMOTERS

Do you have the gift of gab? Or a burning desire to collab? Donate a give-a-way, collaborate on promotional content and help us get loud about celebrating sobriety!

03 COMMUNITY

The 424 Movement serves individuals who are sober, sober-curious, in recovery, or simply seeking a break from alcohol. Our community is inclusive and welcoming to all who share our vision of celebrating sobriety and promoting wellness.

04 WHAT WE ARE LOOKING FOR

We welcome partnerships with brands and businesses that align with our mission and values, including:

- Sober advocates
- Podcasters
- NA Drink companies
- Treatment centres
- Sober artists
- Wellness brands
- Community organizations
- Non-profit organizations
- Media and entertainment companies
- Hospitality and event venues
- Mental health and addiction recovery organizations
- Government organizations
- Authors
- Coaches
- Event planners

05 VALUES

Empowerment: We believe in empowering individuals to make positive changes in their lives and communities.

Community: We believe in the power of community to support, uplift, and inspire.

Inclusivity: We welcome individuals from all walks of life, regardless of where they are on their journey with sobriety.

Authenticity: We encourage individuals to embrace their true selves and live authentically, free from societal expectations.

HOW TO GET INVOLVED

HOST YOUR OWN 424 EVENT

As a partner of the 424 Movement, you have the opportunity to create and host your own events on April 24th to celebrate sobriety and empower others in your community. Whether you're a brand, organization, venue, or individual, hosting your own event allows you to showcase your commitment to wellness, empowerment, and joy. ***Here's how you can create your own 424 event:***

Choose Your Event Format: Decide what type of event you want to host. It could be a virtual gathering, a community event, a wellness workshop, a panel discussion, or any other format that aligns with your brand and audience.

Select Your Theme: Choose a theme for your event that reflects the values of the 424 Movement. Themes could include sobriety celebration, wellness and self-care, empowerment, community support, and more.

Plan Your Activities: Plan activities, workshops, or discussions that will engage and inspire your audience. Consider incorporating elements such as guest speakers, live music, wellness activities, interactive sessions, and networking opportunities.

Promote Your Event: We will add your 424 event to our website which will act like a hub for 424 events around the world. We also ask that you utilize your marketing channels to promote your event and generate excitement. Spread the word through social media, email newsletters, press releases, and partnerships with local organizations or influencers. Don't forget to use the official hashtags #sober424 and #424Movement to join the conversation.

Resources and Support: As a partner of the 424 Movement, you'll have access to resources, support, and promotional materials to help make your event a success. From event planning guides to promotional graphics, we're here to support you every step of the way.

Engage Your Audience: Encourage participation and engagement from your audience before, during, and after the event. Create opportunities for attendees to share their experiences, connect with one another, and take action towards positive change.

Share Your Success: After your event, share your success stories, photos, and highlights with the 424 Movement community. Celebrate the impact you've made and inspire others to get involved in celebrating sobriety.

By hosting your own 424 event, you have the opportunity to make a meaningful impact in your community and contribute to the global movement of celebrating sobriety. We're excited to support you in creating an event that reflects your passion, values, and commitment to making a difference.

HELP US SPEAD THE WORD

GET SOCIAL

Instagram: [instagram.com/sober4.24](https://www.instagram.com/sober4.24)

TikTok: [tiktok.com/@sober4.24](https://www.tiktok.com/@sober4.24)

Facebook: [facebook.com/sober424](https://www.facebook.com/sober424)

Hashtags: #sober424 #for24movement #424movement

Here are some scripts to use to help get the word out about this movement! Feel free to use these or you're welcome to create your own. Tag us at @sober4.24 on Instagram and TikTok and use the hashtag #sober424

"Hey, I'm _____ and on April 24th, I'm celebrating sobriety by _____! Join me and have a booze-free blast on April 24th and use the #sober424!"

"Hi, I'm _____ and I'm proud to be part of the 424 movement! This April 24th, I'm staying sober and diving into one of the incredible events happening worldwide in support of the sober community. Together, let's show the world that sober is fun!"

"Hey there, I'm _____ and I'm all in for supporting sobriety! On April 24th, I'm ditching the booze and having an absolute blast, all in support of someone special who's on their sober journey. Join me by celebrating sober on April 24th and using the hashtag #sober424!"

JOIN OUR TEAM

The 424 Movement is more than just a movement – it's a community of passionate individuals committed to celebrating sobriety, promoting wellness, and empowering others to live their best lives. Whether you're a social media guru, an event planning extraordinaire, or a creative powerhouse, there's a place for you on our team.

LOGOS + SHARABLES



SPONSOR OUR ONLINE EVENT

**SUPPORTING THE EMPOWER
2 RECOVER FOUNDATION**



HOST A PANEL

Host a segment of our online event. This is a great way to show up as an industry leader in the sober community and share your brand with a new audience.



SPONSOR A SPEAKER

Sponsor a panellist or keynote speaker for the online event. Your brand will be listed as an event or panel sponsor.



SPONSOR A GIVE-A-WAY

Showcase your brand or organization, connect with our vibrant community, and contribute to the growth and success of the 424 Movement.

LET'S WORK TOGETHER

Send an email to for24movement@gmail.com about the level you are interested in getting involved and our team will connect you with all the resources you need to get started.

Money raised for the online event will be used for administration costs such as website hosting, webinar services and marketing. Anything above and beyond what is needed will be donated to the Empower 2 Recover Foundation. Learn more about E2R and their mission here: empower2recover.com

KEY DATES

01

We are kicking off this campaign with the Launch of our new website and announcing our live event + panels. We need your help to spread the word, share posts, make reels or post blogs about 424's new hub.

WEBSITE LAUNCH

MARCH 1ST

02

We will start featuring our panelists, speakers, event hosts and begin sharing videos from the 424 community promoting the events. This is when we want to light up the web with fun in sobriety using the hashtag #sober424

SPEAKERS ANNOUNCED

MARCH 2ND - APRIL 1ST

03

Everyday in April we are going live with a different brand, influencer, community, advocate, podcaster, author or speaker who is aligned with our mission and wanting to help us spread the word.

LET'S GO LIVE

APRIL 1ST - 30TH

04

The day we've been waiting for is finally here! Get ready to join us for an epic Sobriety Live-A-Thon happening all day long. Whether you're hosting your own event or tuning in online, we're excited to celebrate sobriety with you. Our dream is to see 424 events happening all over the world on or around April 24th. The more events, the merrier! So, if you're passionate about sobriety and want to spread the joy, now's your chance to get involved.

424 IS HERE!

APRIL 24TH