



CONTACT
BROOKE ROBICHAUD
PROJECT NAME:
For 24 Movement

PARTNER PACKET

FOR 24 MOVEMENT

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.



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!

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.

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!"

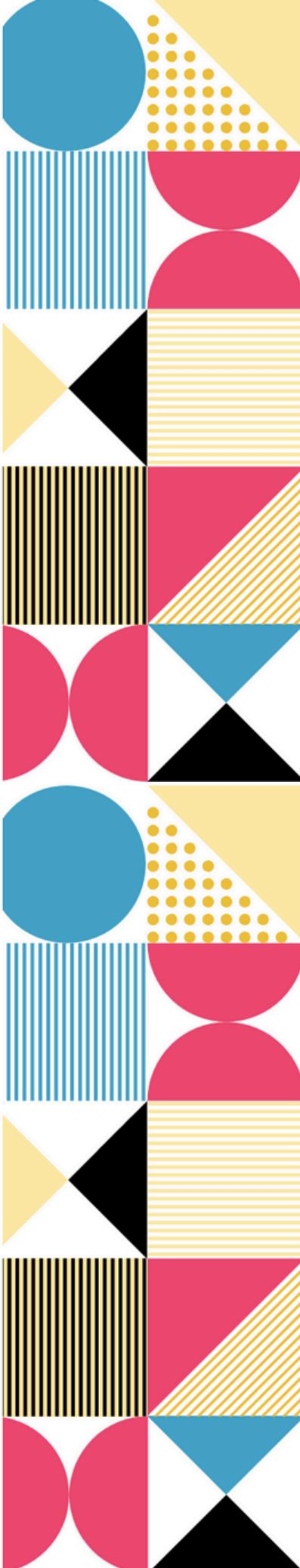
"Hi, I'm _____ and I'm proud to be part of the 424 movement! This April 24th, I'm staying sober and diving into one of the incredible events happening worldwide in support of the sober community. Together, let's show the world that sober is fun!"

"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 THE MOVEMENT

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 crew.

LOGOS + SHARABLES



SPONSOR 4/24 & THE DRY AT SEA 24 HOUR CRUISE

IN PARTNERSHIP WITH THE SOBER BIZ COLLECTIVE & HOOKED ALCOHOL-FREE TRAVEL

SWAG-BAG

Donate to our swag bag and help us make our sober sailors feel a little extra special while promoting your brand! Your brand will be featured on our print materials, website and socials.

DISCOUNTS + PERKS

Offer our travellers exclusive deals, discounts and perks. Create buzz around your biz by offering our travellers the deal of a lifetime.

BECOME AN ANCHOR (PUN INTENDED) SPONSOR \$697

- Official 4/24 Partner status across all event marketing
- Featured logo + backlinks on the 4/24 website
- Dedicated brand spotlight with a written feature highlighting your mission, offerings, and alignment with sober living
- Podcast mentions across the Sober Biz Collective / 4/24 channels
- Inclusion in all PR and media mentions as an official event partner
- Dedicated social media posts highlighting your brand before, during, and after the event
- Content rights to professionally captured photos and video from the event for your own marketing
- Onboard verbal recognition during the event programming
- Opportunity to co-create an activation or experience

MORE THAN EXPOSURE!

"This isn't just exposure. It's trust and authentic connection with a values-led, alcohol-free audience."

- Brooke Robichaud

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.

REGISTER AS A SPONSOR

PAY BY STRIPE

KEY DATES

01

Ready to set sail? We are opening up registration for the 4/24 Dry at Sea experience. Join us for a private Sober Comedy/Karaoke night, Free Buffet, On board entertainment and more!

CRUISE ANNOUNCEMENT

JANUARY 12, 2026

02

Want to host a 4/24 event in your city? Registration opens January 26th. Official 4/24 events can take place anytime from late March through the end of April and must be alcohol-free to be eligible.

EVENT REGISTRATION OPEN

JANUARY 26, 2026

03

Host or attend an official 4/24 event between March 28th and May 2nd. You can register your event on our website sober424.com . Don't want to host? Find an event near you and tell us about it.

MAKE THIS MOVEMENT HAPPEN

MARCH 28, 2026 - MAY 2, 2026

04

Join us for an epic 4/24 Sobriety Celebration all day long. Celebrate on the Vancouver to Seattle cruise or host your own alcohol-free event in your city. Our dream is to see 4/24 events happening around the world. The more events, the bigger the celebration. Email us to get involved and make this 4/24 unforgettable.

424 IS HERE!

APRIL 24, 2026