

### LETTER FROM THE FOUNDER



Thank you for considering sponsoring the 2022 **Living Undeterred US Tour**. We have been working tirelessly to make this an impactful event.

In 2016, we lost my oldest son, Seth, to a heroin overdose. He was 23 years old. In June of 2021, I also lost my wife of 21 years, Prudence. Over the last five years, I have dedicated my life to bringing awareness to mental health, substance abuse, and addiction. I started my 501(c)(3), Choices Network, Ltd. and the Living Undeterred Project. Along the way I have met some really incredible people, and I have learned that everyone has a story or has been impacted by these issues.

My mission with this tour is to travel the country gathering research, knowledge and life-changing stories to change the narrative on mental health, substance abuse, and addiction.

I truly believe that together we can make a difference!

In May 2022, I will be travelling in an RV and embarking on a 50-state journey. In each state we will partner with a facility or organization whose focus is on mental health, substance abuse, and addiction and hosting an event to raise funds and awareness.

This is will be no easy task, yet I believe with the support of our sponsors, partners, and local communities, we can change the narrative on mental health, substance abuse, and addiction.

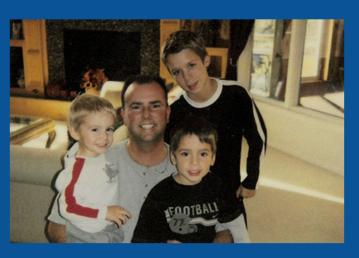
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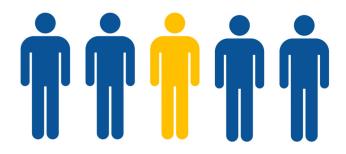
Jeff Johnston Founder Choices Network, Ltd. & Living Undeterred





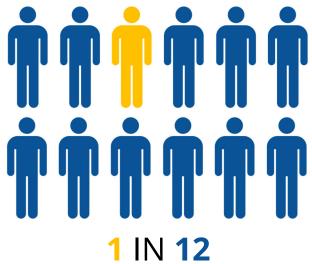


### WE NEED YOUR HELP



1 IN 5

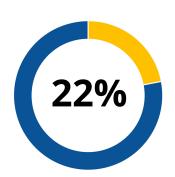
Americans will experience a mental illness in a given year.



Adults in the US have a substance use disorder



Opiates, including heroin & prescription painkillers are present in 20% of suicide deaths in the U.S.



22% of deaths by suicide in the U.S. involve alcohol

**100,000** 

Americans died of drug overdose in 2021. A number that is up significantly from 93,000 in 2020 and 70,630 in 2019.



### **Together We Can Make A Difference**

#### **Our Mission**

Our mission with this tour is to travel the country gathering research, knowledge, and life-changing stories to change the narrative on mental health, substance abuse, and addiction.

#### **What Does Changing The Narrative Mean?**

Mental health, substance abuse, and addiction are issues that are impacting millions. Each year more people are struggling, and we are losing lives at an alarming rate. When we say our goal for this tour is to change the narrative, we are not claiming to have all of the answers. What we do want to accomplish is to:

- End the stigma around these issues.
- Start the conversation with those who are or have struggled, those who have lost loved ones, and those who are working in the mental health, substance abuse, and addiction fields.
- Begin to build a collective of resources and new ideas to work toward a better future.

### **After The Tour: Building A Better Future**

Our journey does not stop at the end of the tour. In fact, the tour is just the beginning. We plan to take the new ideas, resources, and relationships and build a community of resources for mental health, substance abuse, and addiction.

At the conclusion of the tour, 50% of all funds raised, net of expenses, will go right back to our non-profit state partners. The remaining 50% will go to the Choices Network, Ltd. the non-profit formed by Jeff Johnston. Choices Network, Ltd. will use the resources to:

- Create a network of resources to share ideas and develop alternative solutions to the mental health, substance abuse & addiction crises we are facing as a nation.
- Support those working in the mental health and substance abuse fields.
- Help develop better education for adolescents on mental health, substance abuse & addiction.

# National Sponsors

We couldn't do the tour without help from our sponsors. We are looking for national sponsors to help cover the costs of the tour and help us reach our fundraising goal to change the narrative on Mental Health, Substance Abuse, and Addiction.

50% of all funds raised (after expenses) will go back to our non-profit partners in each state. The remaining 50% will go to the Choicest Network, Ltd. the non-profit founded by Jeff Johnston.

	\$25,000	\$15,000	\$1LVER \$7,000	\$5,000
LOGO ON WEBSITE / PROMOTIONAL MATERIAL	All	All	Website + Select Promo Material	Website + Select Promo Material
ACKNOWLEDGEMENT AT EVERY EVENT	Direct Acknowledgement During Presentation	Logo To Appear On Screen During General Sponsor Thanks	Logo To Appear On Screen During General Sponsor Thanks	Logo To Appear On Screen During General Sponsor Thanks
ACKNOWLEDGEMENT IN MEDIA INTERVIEWS	All	Select		
ACKNOWLEDGEMENT IN POST-TOUR MEDIA (BOOK, DOCUMENTARY, ETC.)	All	Select	Select	Select
FEATURE ON LIVING UNDETERRED PODCAST	60 Minute Interview	60 Minute Interview		
ADS ON LIVING UNDETERRED PODCAST	Ten 60 Second Ad Reads	Five 60 Second Ad Reads	Five 60 Second Ad Reads	Five 60 Second Ad Reads

## Regional Sponsors

We couldn't do the tour without help from our sponsors. If a national sponsorship doesn't make sense for your business, but you still want to be involved, you can sponsor events in the state(s) of your choosing.

50% of all funds raised (after expenses) will go back to our non-profit partners in each state. The remaining 50% will go to the Choicest Network, Ltd. the non-profit founded by Jeff Johnston.

LOGO ON WEBSITE /
PROMOTIONAL
MATERIAL

LOGO ON SIGNAGE AT EVENT

ACKNOWLEDGEMENT
IN MEDIA INTERVIEWS

ACKNOWLEDGEMENT AT EVENT \$3,000 PER STATE

Website + Select Promo Material

ΑII

Select



\$1,000 PER STATE

Website + Select Promo Material

Select

### **Meet the Team Members**



Jeff Johnston
Founder & President



lan Johnston
Social Media Manager



Roman Johnston
Youth Ambassador



**Sippsy Zavala**Social Media Manager



**Mike Pierce**Speaker / Advocate



**Ellen Ingraham**Director of Operations



Sarah Hoffman
Project Manager



Anthony Eaton

Development
Coordinator



Dan Walterman
Vice President



Molly Nordlocken

Director of Marketing

/Board Member



Kenyon Murray
Board Member



Doug Wagner
Board Member



# We Look Forward To Working With You! WWW.LIVINGUNDETERRED.ORG



### **Questions?**

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