

BECOMING AN ALLIANCE FOR RECOVERY SPEAKER

ABOUT THE ALLIANCE FOR RECOVERY

The *Alliance for Recovery* is a non-profit organization (501c) founded in 1997 and headquartered in Seattle, Washington. Our mission is to help reduce the stigma associated with addiction and recovery and advocate for the rights and welfare of addicted individuals and their families.

We do this through:

- citizen education, involvement and leadership
- communications with the media and public officials
- research for addiction treatment and prevention
- connecting with those in recovery
- providing the latest updates on addiction, treatment and recovery
- *Recovery – Coast to Coast* (radio show)

ABOUT THE SPEAKER'S BUREAU

The Speaker's Bureau was organized by *The Alliance for Recovery* to provide the best quality speakers, authors, entertainers, trainers, and celebrities that meet your unique event, meeting or conference needs. Although the *Alliance for Recovery* is primarily focused on Alcohol and Drug Addiction recovery, our Speaker's Bureau offers a more diverse selection of speakers focused on some of the following topics.

SPEAKER TOPICS INCLUDE:

- **Recovery and Treatment:**
 - Alcohol*
 - Drug*
 - Gambling*
 - Domestic Violence*
 - Suicide*
 - Medical Conditions*
 - Mental Health Issues*
- **Motivation and Inspiration**
 - Personal Stories of Recovery*
- **Health Care/Nutrition**
- **Women's Issues**
- **Children's Issues**

JOINING THE SPEAKERS BUREAU

The *Alliance for Recovery's* primary focus is on education and inspiration. As with many speakers' bureaus, our goal is to provide the highest quality speakers as well as help you expand your opportunities to reach clients who need speakers for their events, conferences and meetings. All speakers are carefully screened, interviewed and approved by us before they are added to our roster. This gives us a chance to learn more about you and why being a speaker is meaningful to you. It also ensures that all of our speakers are comfortable with presenting in front of any size group and are knowledgeable about their topic and subject matter.

The biggest benefit to you is that we market you directly to your market niche. Unlike many Speakers Bureaus, we do not believe in waiting for the client to find us. Instead, we have engaged a professional public relations firm to help us get the word out to Associations, Organizations, Treatment Centers, Health Care Professionals, Community Groups and more, that you are available and eager to speak at their next event. It is our experience that up until now, many of these groups have not had one bureau where they can find the kinds of speakers we feature.

If you are interested in joining the *Alliance for Recovery* Speakers Bureau, please fill out the attached application and provide either an audio or video recording of any presentation you have given in the past. The quality of the video is not as important as the quality of your topic and presentation. If you are an author, we also request that you include a copy of your most "popular" or "latest" book that is directly connected to your presentation topic.

REQUIREMENTS FOR BEING A REPRESENTED SPEAKER

We also require the following items to properly represent you on the *Alliance for Recovery* Speakers Bureau Web site and marketing materials.

- Color photo
- Bio/Resume
- Previous client list
- 3 - 5 minute video presentation
- 3 - 5 minute audio presentation
- List of topics for presentations
- Web page

Because we believe that branding and marketing our Speakers Bureau, and you, is critical to the image presented to potential clients, we do require that all of the items above also meet our approval process. For video and audio presentations, we review your existing audio/visual material to insure that it meets our standards to present you in the best light.

If you do not have a video or audio presentation we can use, we can refer you to the organization we utilize for all of our projects including our Web site, marketing, PR, video, etc. By working directly with this organization, you will receive our non-profit discount rate which is considerably lower than other companies that provide similar services.

FEES

We work diligently to keep our costs low and only charge speakers enough to cover direct expenses related to representation. Payments can be made by check or credit card. If necessary, special arrangements can be made for a payment plan by calling (425) 652-3826.

Representation Fee Options

Option 1 - \$1,000

Includes:

- Individual page on Speaker Web site
- Individualized Speaker Profile sheet for mailings and download on Alliance for Recovery Web site and your personal use.
- Marketing video from any existing footage you already have for your personal use and to be placed on web page for clients to view.*
- Individualized press release to your target market to increase interest
- Thirty minute interview, and recording, with Neil Scott on Recovery Coast to Coast radio to be played on the air and available for download on radio Web site and Speakers Bureau Web site with a CD copy for your personal use.
- Featured speaker placement on front page of Speakers Section for 30 days
- Speaker Profile in one of our monthly e-mail newsletters

*If you do not have video footage available you can receive a special discount on production from our affiliate: Purple Duck Marketing. For more info call: (425) 780-9097 or email: susan@purpleduckmarketing.com

Option 2 - \$ 250.00

Includes:

- Individual page on Speaker Web site
- Individualized Speaker Profile sheet for mailings and download on Alliance for Recovery Web site and your personal use.
- Brief profile in one of our monthly e-mail newsletters

Booking Fee - 15% of Speaking Fee authorized by you

Booking fees are collected by us from the client and are paid to you on a monthly basis minus the above 15% fee.

BOOK PURCHASES FOR AUTHOR SIGNINGS

Many authors already have set distribution channels for purchase of their books. For author signings, we can discuss with you the easiest way to make sure there are plenty of books at the event for you to sign. All profits go to the *Alliance for Recovery* to help defray expenses.

Options include:

- Purchase your own books and have them delivered to your venue. We will arrange to take payment for those sold.
- We can purchase the books for you at the lowest price available. We will arrange to take payment for those sold.

MORE INFORMATION

Feel free to call us anytime at (425) 652-3826 if you have any other questions about becoming a member of the Alliance for Recovery Speakers Bureau.