SOBR-IT • NATIONAL SOBRIETY & COMMUNITY OUTREACH INITIATIVE

2027 Nationwide Community Service & Safe-Driving Tour

Strengthening local recovery communities, modernizing digital tools & promoting safe travel across America

TOUR LAUNCH & DURATION
January 2027 • 6 Months
SEATTLE & DECEPTION PASS → U.S.

1 MISSION & FOUR OUTREACH PILLARS

Organized by founder **Jeff Oostema**, SOBR-IT is a six-month cross-country mobile outreach campaign spending extended, hands-on time in each community—leaving local recovery groups equipped with lasting digital infrastructure while documenting real-world road safety.

1. Recovery Support On-site visits to AA clubs, sober living homes, Al-Anon & rehab centers.	**2. Safe Driving & Tech** Real-world ADAS, towing & multi-app navigation education for older & new drivers.
3. Digital Modernization Building websites, tap-to-give tools, local SEO & searchable meeting schedules.	**4. Community Growth** Connecting local groups with volunteers, housing networks & supporters.

2 PROVEN EXECUTION: LIVE CASE STUDY

Fellowship Club of Will County • Live at fcwcil.org

SOBR-IT already delivers measurable upgrades for recovery facilities—helping newcomers find meetings at 2 a.m. and enabling zero-fee giving:

24 / wk	1-Tap	100%
Searchable Meetings Online	NFC Giving (No App Needed)	Donations Kept (Zero Fees)

"The new website finally tells our story the way we tell it in the rooms. Families read the full meeting schedule before they ever call." — ***Fellowship Club of Will County***

3 SIX TURNKEY SERVICES DELIVERED TO RECOVERY COMMUNITIES (SOBR-IT.COM)

01 NFC Donation Cards
Tap-to-give cards with QR backup linking straight to existing giving pages—no app or cash box.

02 Mobile-First Web Design
Fast, credible sites with clear meeting times, admissions info & easy staff updates.

03 Signage & Wayfinding
Custom welcome boards, room directories & giving-station signs in each group's colors.

04 Custom Embroidery
Digitized logos stitched on polos, anniversary hoodies & caps for milestone pride & fundraising.

05 Local SEO for Recovery
Search-readable meeting directories so groups rank honestly for local recovery searches.

06 Reputation Management
Claimed, cleaned & monitored listings and reviews so online impressions match the room.

4 2027 CORPORATE SPONSORSHIP TIERS (CASH OR EQUIVALENT IN-KIND VALUE)

SPONSORSHIP LEVEL	COMMITMENT	CORE BRAND RECOGNITION & CAMPAIGN DELIVERABLES
National Title Sponsor	**$100,000**	Presenting tour billing ("Presented by [Brand]"), primary exterior vehicle wrap, featured documentary episodes, executive interviews & co-branded PR campaign.
Premier Tour Partner	**$50,000**	Prominent exterior vehicle signage, dedicated product/safety showcase segments, logo on all tour gear & featured website/social spotlight.
Supporting Corporate Partner	**$25,000**	Exterior vehicle logo placement, inclusion in regional community outreach events, video dispatch credits & quarterly impact reporting.
Technology / Equipment Partner	**$10,000**	Product-in-action video demonstrations on the road, website partner directory feature, social tags & custom raw/edited footage rights.
Community Outreach Sponsor	**$5,000**	Regional tour stop recognition, website & social media thank-you features, and direct attribution for local recovery club upgrades.

5 PRIORITY IN-KIND & EQUIPMENT PARTNERSHIPS

- **EV / Tow Vehicle & RV Rig:** 6-month promotional loaner/lease + exterior tour wrap & EV charging credits.
- **Connectivity & Off-Grid Power:** Satellite internet (Starlink Roam), 5G hotspots & portable solar generators.
- **Video & Audio Production:** 360°/action cameras, vehicle mounts, wireless mics & compact drones.
- **Maker & Launch Gear:** Portable sewing/embroidery machines for workshops, cold-weather PNW gear & airline credits.

6 WHY BRANDS PARTNER WITH SOBR-IT

- **6 Months of Authentic Field Content:** Real-world product testing across winter highways, coastlines & remote sites.
- **Educational Trust Building:** Practical demonstrations helping older drivers & newcomers adopt modern safety tech.
- **Rolling National Billboard:** Co-branded rig traveling Washington, Oregon, California & cross-country hubs.
- **Measurable Social Impact:** Documented count of websites launched, giving tools deployed & communities served.

"We don't know how to go small." — Let's build lasting impact in 2027.

Governance Note: SOBR-IT is an independent public-service initiative and is not affiliated with or endorsed by Alcoholics Anonymous World Services. All local visits strictly respect AA traditions and group autonomy.

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