

**BREAST CANCER
CAN**



STICK IT!

4TH ANNUAL

10A-7P

DRUMMATHON

SEPTEMBER 30, 2018

**KLYDE WARREN PARK
DALLAS, TEXAS**

WHAT IS DRUMMATHON?

Drummathon is a free annual family-friendly fundraising event set in a festival atmosphere that brings together the drumming community for one common goal: to fight breast cancer.

As Drummathon works to fight breast cancer, it is also a celebration of life, music, and passion! Registered drummers for the event showcase their talent in front of family, friends and attendees during a timed drum solo.

Drummers and attendees have the opportunity to play on a kit alongside celebrity drummers. Leading up to the event, drummers, musicians, and friends alike will register to raise funds online to compete for a plethora of awesome prizes.

DRUMMATHON.ORG



DRUMMATHON

EVENT PHOTOS



For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 17, 2018)

WWW.DRUMMATHON.ORG



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TITLE SPONSOR

Company will be named title and presenting sponsor for 2018.

EXAMPLE: "Company" Presents: Breast Cancer Can Stick It! Drummathon 2018

MEDIA EXPOSURE:

- Promotion as Presenting Sponsor
- Event Listing on DallasObserver.com
- Mentioned on All Press Releases

ONLINE:

- Largest Logo on Drummathon Web Site
- Logo on Email Blasts to Registered Drummers
- Logo/Name in Title on Dallas Observer Email Blasts (39K Subscribers)
- Custom Social Networking for Event for "Company Name"

EVENT COLLATERAL:

- Logo Inclusion on All Event Flyers and Listings Around DFW
- Logo on Pavilion Stage Banner 24 ft. x 10 ft.
- Premium Logo on Event Apparel

ON-SITE OPPORTUNITES:

- Premium 20x10 Exhibition Space Day of Event (Signage to Be Provided by Sponsor)
- Multiple Stage Announcements
- Display Vehicle if applicable
- Photographer + Videographer Provided All Day
- Opportunity to Roll Out New Promotions, Events, and Giveaways
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL COST: \$15,000

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SUPPORTING SPONSOR

MEDIA EXPOSURE:

- Promotion as Presenting Sponsor
- Event Listing on DallasObserver.com
- Mentioned on All Press Releases

ONLINE:

- Largest Logo on Drummathon Web Site
- Logo on Email Blasts to Registered Drummers
- Logo/Name in Title on Dallas Observer Email Blasts (39K Subscribers)
- Custom Social Networking for Event for "Company Name"

EVENT COLLATERAL:

- Logo Inclusion on All Event Flyers and Listings Around DFW
- Logo on Pavilion Stage Banner 24 ft. x 10 ft.
- Premium Logo on Event Apparel

ON-SITE OPPORTUNITES:

- Premium 20x10 Exhibition Space Day of Event (Signage to Be Provided by Sponsor)
- Multiple Stage Announcements
- Display Vehicle if applicable
- Photographer + Videographer Provided All Day
- Opportunity to Roll Out New Promotions, Events, and Giveaways
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL COST (3 Available): \$7,500

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STAGE SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Name included on Email Blasts to Registered Drummers
- Name included on Dallas Observer Email Blasts (39K Subscribers)
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on All Event Flyers and Listings Around DFW
- Logo on Pavilion Stage Banner 24 ft. x 10 ft.
- Announcement of Business on Stage

ON-SITE OPPORTUNITES:

- Photographer + Videographer Provided All Day
- Opportunity to Roll Out New Promotions, Events, and Giveaways
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL COST: \$2,000 (8 AVAILABLE)

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HOTEL SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on Event Materials and Listings and DFW

ON-SITE OPPORTUNITIES:

- Photographer + Videographer Provided All Day
- Coverage on Outlets, Promotions, Events, and News
- Event on Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (Items)

TOTAL INVESTMENT: 2 Comp Rooms for two nights for 20+ Hospitality Drummers/Staff (Sat night/Sun night)

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DRUMMATHON

CELEBRITY SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on All Event Flyers and Listings Around DFW
- Listing example: Celebrity travel made possible thanks to "YOUR COMPANY"

ON-SITE OPPORTUNITES:

- Photographer + Videographer Provided All Day
- Opportunity to Roll Out New Promotions, Events, and Giveaways
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL COST: \$650* (8 Available)

*This package covers travel and expenses for one celebrity drummer.

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DRUMMATHON

VENDOR BOOTH

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on All Event Flyers and Listings Around DFW

ON-SITE OPPORTUNITES:

- Premium 10x10 Exhibition Space Day of Event (Signage, canopy, tables and chairs to be provided by sponsor)
- Photographer + Videographer Provided All Day.
- Opportunity to Roll Out New Promotions, Events, and Giveaways
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

* Klyde Warren Park requires 15% of sales

TOTAL COST: \$500

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 17, 2018)

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VOLUNTEER BOOTH SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on Event Program and List of Sponsors and DFW

ON-SITE OPPORTUNITIES:

- Naming Rights of Volunteer "Child Area"
- Sponsorship of Volunteer "Child Area"
- Professional Photographer Provided All Day
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participants (Drummers' Goodie Bags (100 Items))

TOTAL COST: \$3500

SOLD OUT

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FOOD SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on All Event Flyers and Listings Around DFW

ON-SITE OPPORTUNITES:

- Photographer + Videographer Provided All Day
- Opportunity to Roll Out New Promotions, Events, and Giveaways
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL INVESTMENT: Food for 60 People (Volunteers and Celebrity Drummers)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 17, 2018)

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DRUMMATHON

TROPHY SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on Event Signage and Live Broadcast on DFW

ON-SITE OPPORTUNITIES:

- Photographs + Videos of Performers All Day
- Opportunity to Roll Call Performers, Events, and Giveaways
- Event Merchandise Outlets
- Opportunity to Donate Small Items for Participating Drummers' Goodies (100 Items)

TOTAL INVESTMENT:

- *1st, 2nd & 3rd Place Awards
- *6 to 10 Celebrity "Thank you" Awards
- *10 Celebrity Name Plates

*Sponsor logo on trophy if desired

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BOTTLED WATER SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site
- Custom Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on All Event Collateral and Live Streaming (YouTube, Facebook Live)

ON-SITE OPPORTUNITIES:

- Photo Booth + Video Booth for Event All Day
- Opportunity to Roll Call for Promotions, Events, and Giveaways
- Email Campaigns through Multiple Media Outlets
- Opportunity to Donate Small Items for Participating Drummers (Goodwill - 100 Items)

TOTAL INVESTMENT: 15 Cases of Bottled Water for Drummers and Volunteers

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ROCKSTAR GIFT SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ONLINE:

- Logo on Drummathon Web Site*
- Custom Social Networking for Event*

EVENT COLLATERAL:

- Logo Inclusion on All Event Flyers and Listings Around DFW*

ON-SITE OPPORTUNITES:

- Photographer + Videographer Provided All Day
- Opportunity to Roll Out New Promotions, Events, and Giveaways*
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL INVESTMENT: \$300 or more in total value for Silent Auction, Raffles, and/or items for Goodie bags

*These opportunities are available for the "Rockstar Gift Sponsor Package". To qualify for "Rockstar Gift Sponsor" package, gifts must total a value of \$300 or more. For gifts that value a total of \$300 or less, please see the "Roadie Gift Sponsor" package below.

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ROADIE GIFT SPONSOR

MEDIA EXPOSURE:

- Promotion for the Event
- Event Listing on DallasObserver.com

ON-SITE OPPORTUNITES:

- Photographer + Videographer Provided All Day
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL INVESTMENT: Total value of less than \$300 for Silent Auction, Raffles, and/or items for Goodie bags (for gifts of \$300 or more, see "Rockstar Gift Sponsor")

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