

BREAST CANCER CAN



5TH ANNUAL

STICK IT!

10A-7P

DRUMMATHON

OCTOBER 6, 2019

**KLYDE WARREN PARK
DALLAS, TX**

WHAT IS DRUMMATHON?

Drummathon is a free, annual, family-friendly fundraising event 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 celebrities, family, friends, fans, and attendees during a timed drum solo.

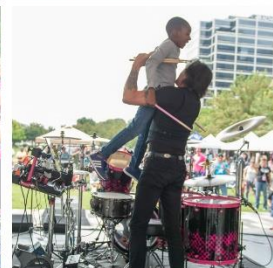
Drummers and attendees have the opportunity to play on a kit alongside celebrity drummers. Leading up to the event, drummers, musicians, and friends alike register to raise funds online to compete for a plethora of awesome prizes. The event is complete with raffles, silent auctions, vendor booths, food trucks and autograph sessions.

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EVENT PHOTOS



For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 30, 2019)

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CELEBRITY ALUMN

Celebrity	Affiliation	Alumni Year
Carmine Appice	Rod Stewart, Ozzy, Ted Nugent, Vanilla Fudge	2015, 2016
Chip Ritter	Mel-Bay Author	2017, 2018
Cathy Rich	The Buddy Rich Band	2018
Dan Shinder	Drum Talk TV	2015
Gregg Potter	The Buddy Rich Band	2018
Keio Stroud	Big and Rich, Rodney Crowell	2017
Mark Schulman	P!NK, Cher	2016, 2018
Matt Starr	Mr. Big, Ace Frehely	2015, 2016
Pete Coatney	Jack Ingram, Frenchie's Blues Destroyers	2017
Rich Redmond	Jason Aldean	2016, 2018
Sandy Genarro	Joan Jett, Cyndi Lauper, The Monkees, Pat Travers	2017, 2018
Tiny Biuso	Bullet Boys	2017
Vinny Appice	Dio, Black Sabbath	2015, 2017

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TITLE SPONSOR

Company will be named title and presenting sponsor for 2019.

EXAMPLE: "Company" Presents: Breast Cancer Can Stick It! Drummathon 2019

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

ON-SITE OPPORTUNITIES:

- 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)
- Logo on Step & Repeat (in conjunction with Drummathon logo and Step & Repeat Sponsors)

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 Posters 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 Posters 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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STEP & REPEAT 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 Posters 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)
- Logo on step and repeat (in conjunction with Drummathon logo and Step & Repeat Sponsors)

TOTAL COST: \$1,000, or provide Step & Repeat banner and stand (2 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 All Event Posters 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: 8 Comp Rooms for two nights for Celebrity Drummers/Staff (Sat night/Sun night)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 30, 2019)

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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 Posters 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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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 Posters 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 30, 2019)

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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 All Event Posters and Listings Around DFW

ON-SITE OPPORTUNITIES:

- Naming Rights of Volunteer "Chill Area"
- Signage Provided by Sponsor
- Photographer + Videographer Provided All Day
- Event Covered by Multiple Media Outlets
- Opportunity to Provide Small Items for Participating Drummers' Goodie Bags (100 Items)

TOTAL COST: \$350

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 30, 2019)

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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 Posters 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 30, 2019)

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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 All Event Posters 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:

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

*Sponsor logo on trophy if desired

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 30, 2019)

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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 Posters 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: 15 Cases of Bottled Water for Celebrities and Volunteers

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline August 30, 2019)

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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 Posters 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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ROAD↑E G↑IFT 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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