5th Annual Stick It! 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.

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

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

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Company will be named title and presenting sponsor for 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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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 OPPORTUNITIES:
• 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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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:
- 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)

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

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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 OPPORTUNITIES:
• 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 OPPORTUNITIES:
- 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

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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 OPPORTUNITIES:
- 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)

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MEDIAN 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:
- 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

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MEDIAN 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.
MEDIA EXPOSURE:
- Promotion for the Event
- Event Listing on DallasObserver.com

ON-SITE OPPORTUNITIES:
- 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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