



9th ANNUAL | OCTOBER 22, 2023 | 12p-7p

DRUMMATHON

in association with **GRANDSCAPE**™ and **Roland**

WHAT IS DRUMMATHON?

Drummathon is an annual family-friendly fundraising event that brings together music fans, friends, family and the drumming community (of all skillsets and ages) 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! Top fundraising drummers have the opportunity to showcase their talent in front of family, friends and attendees on a global stage! The event also features celebrity rockstar drummer performances, auctions, Official Breast Cancer Can Stick It! merchandise and Drummathon gear, with some great musical guests sprinkled throughout the event. It's fun for the whole family! Leading up to the event, drummers, musicians, and friends alike raise funds online to compete for a plethora of awesome prizes.

Drummathon is a once-in-a-lifetime opportunity for drumming fundraisers to showcase their talent and help eradicate breast cancer at the same time -- an experience that can't be beat!

WWW.DRUMMATHON.ORG



DRUMMATHON

WHO WE ARE

What is Breast Cancer Can Stick It!?

In 2010, April Samuels (a professional drummer out of Dallas, TX) was diagnosed with an aggressive form of breast cancer called triple negative. Immediately, she came up with "Breast Cancer Can Stick It!" to combine her passion for drumming with her passion for fighting breast cancer.

April has been cancer-free since Nov. 2010.

Breast Cancer Can Stick It! is a 501(c)(3) nationally recognized nonprofit, raising funds for mammograms, for financial assistance for breast cancer treatment, and for research and trials.



April Samuels
Founder, drummer, breast cancer survivor

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

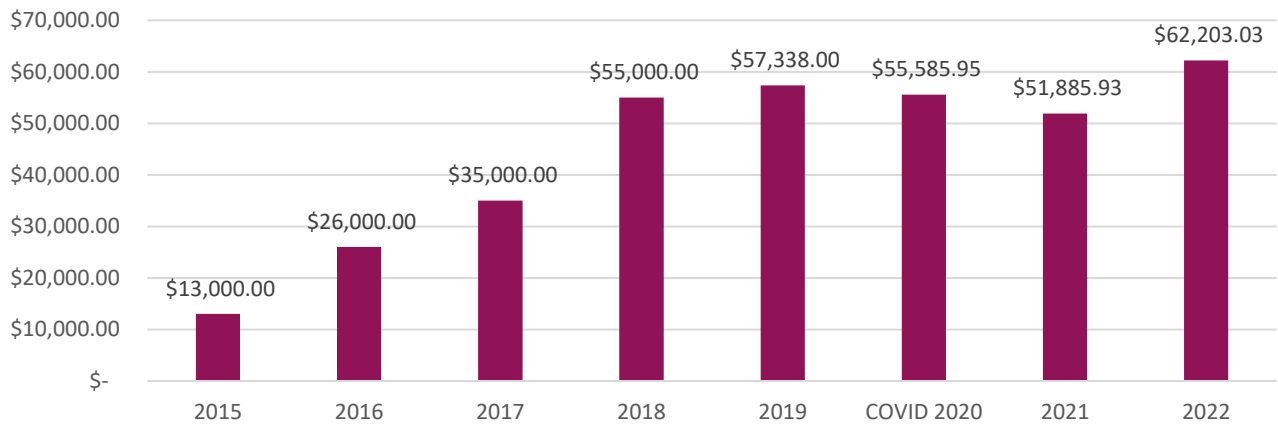
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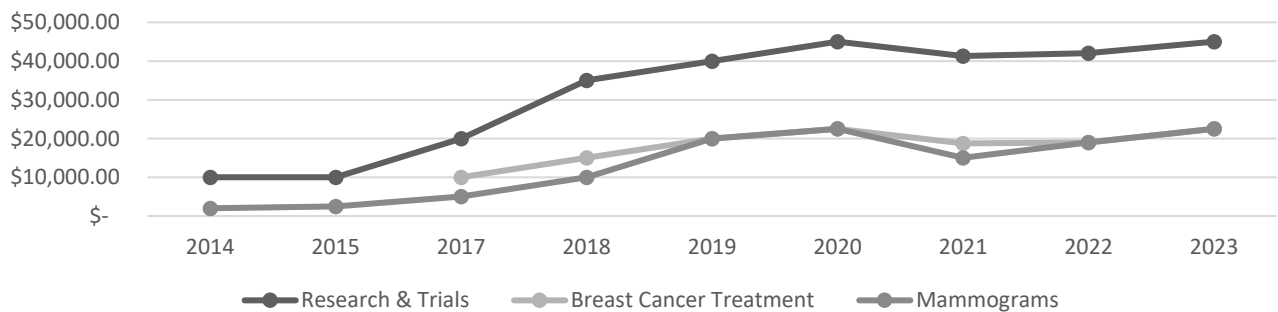
DRUMMATHON

MAKING A DIFFERENCE

Drummathon Year over Year



Program Donations Year over Year



For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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DRUMMATHON

PRESS

Television:

KTVT – CBS 11

KDFW – Fox 4

NBC 5

Print/Online:

Dallas Morning News

Dallas Observer

Radio:

Texas Homegrown Music 97.5

660 AM – The Answer

Trunk Nation, Eddie Trunk – Volume Sirius XM

iHeart Radio



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EMAIL BLASTS



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DRUMMATHON

SOCIAL MEDIA

Breast Cancer Can Stick It Foundation, Inc.
September 16, 2022

Hotel deals are now available for Drummathon 2022, presented by Grandscape have you, and as an attendee, we've arranged for you to receive discounted rates thanks to our amazing hotel sponsor!

Cascades at The Colony is THE premier choice of accommodations when attending. Located on a park-like campus directly across from the Grandscape Lifestyle, a destination, they feature Marriott hotels offering full-service accommodations... See more

Breast Cancer Can Stick It Foundation, Inc.
August 10, 2022

Shout out to Roland for being a Supporting Sponsor of Drummathon for the 2nd year in a row! Give them some LOVE and come and see us at Drummathon 2022, presented by Grandscape! on October 9th!

Breast Cancer Can Stick It Foundation, Inc.
September 2, 2022

Any musicians out there love Yamaha Music USA?! We are pumped to have them as a Stage Sponsor of Drummathon 2022!

Breast Cancer Can Stick It Foundation, Inc.
September 2, 2022

YOU NEVER FIGHT ALONE.

THE TEMPO IS WHATEVER I SAY IT IS

DRUMMER
(drum-er) noun
A person who plays drums.
A skilled musician who is often forced to be back in order to protect the fragile egos of the lead members.

YAMAHA

GRANDSCAPE
PRESENTED BY

Roland **love life FOUNDATION**

Guaranteed EXPRESS **Hosa** **SHOW DISPLA**

BREAKING NEWS
SPECIAL THANK YOU TO OUR SPONSORS
DRUMMATHON 2022 PRESENTED BY GRANDSCAPE - OCTOBER 9TH, THE COLONY, TEXAS

4:34 BREASTCANCERCANSTICKIT Posts breastcancercanstickit

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Boost post

Boost post

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ers

cancercanstickit Have you seen

ol stuff in our eBay store?!

for Drummathon... more

drumlife 🤪🤪🤪🤪🤪

2022

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stcancercanstickit · Origina...

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CELEBRITY ALUMNI

Rockstar	Alumni Year	Rockstar	Alumni Year
Aaron Spears <i>Ariana Grande, Lady Gaga</i>	2020	Mark Schulman <i>P!NK</i>	2016, 2018, 2021
Carmine Appice <i>Rod Stewart, Ozzy, Ted Nugent, Vanilla Fudge</i>	2015, 2016	Matt Starr <i>Mr. Big, Ace Frehely</i>	2015, 2016
Chad Gracey <i>Live</i>	2022	Mike Bailey <i>Bret Michaels Band</i>	2019, 2022
Chip Ritter <i>Mel-Bay Author</i>	2017, 2018, 2019, 2020	Pete Coatney <i>Jack Ingram, Frenchie's Blues Destroyers</i>	2017
Cathy Rich <i>The Buddy Rich Band</i>	2018	Phil Varone <i>Saigon Kick, Skid Row</i>	2021, 2022
Dan Shinder <i>Drum Talk TV</i>	2015	Ray Luzier <i>Korn</i>	2020
Dylan Elise <i>Blood, Sweat and Tears</i>	2019	Rich Redmond <i>Jason Aldean</i>	2016, 2018, 2019
Gregg Bissonette <i>David Lee Roth, Ringo Starr and His All-Starr Band</i>	2021	Rikki Rockett <i>Poison</i>	2020
Gregg Potter <i>The Buddy Rich Band</i>	2018	Samantha Maloney <i>Hole, Mötley Crüe</i>	2022
Hannah Welton <i>Prince</i>	2021	Sandy Gennaro <i>Joan Jett, Cyndi Lauper, The Monkees, Pat Travers</i>	2017, 2018, 2019, 2020
Johnny Kelly <i>Quiet Riot, Danzig, Type O Negative</i>	2019	Scott Hessel <i>Gin Blossoms</i>	2022
Jimmy D'Anda <i>BulletBoys</i>	2020	Stephen Perkins <i>Jane's Addiction</i>	2020
Keio Stroud <i>Big and Rich, Rodney Crowell</i>	2017	Tiny Biuso <i>BulletBoys, Hed PE, T.S.O.L.</i>	2017, 2019, 2020
Kenny Aronoff <i>John Cougar Mellencamp, Melissa Etheridge</i>	2020	Todd Sucherman <i>Styx</i>	2020
Lori Peters <i>Skillset</i>	2019, 2020, 2021, 2022	Vinny Appice <i>Dio, Black Sabbath</i>	2015, 2017

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TITLE SPONSOR

Your company will be named title and presenting sponsor for 2023.

EXAMPLE: "Company" Presents: Breast Cancer Can Stick It! Drummathon 2023

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 Event Posters and Event Apparel
- Logo on Stage Graphics
- 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)
- Logo on Step & Repeat (in conjunction with Drummathon logo and Step & Repeat Sponsors)

TOTAL COST: \$10,000, customizable. Contact our Sponsorship Team for more information.

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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DRUMMATHON

SUPPORTING SPONSOR

MEDIA EXPOSURE:

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

ONLINE:

- 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 Event Posters and Event Apparel
- Logo on Stage Graphics
- Premium Logo on Event Apparel

ON-SITE OPPORTUNITES:

- Premium Exhibition Space Day of Event
- Multiple Stage Announcements
- 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: \$3,500
(0 OF 2 AVAILABLE)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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DRUMMATHON

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 Event Posters and Event Apparel

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 Title Sponsor, Supporting Sponsor (2), and Drummathon Logo) that will be used all day including event attendees and celebrity photos.

TOTAL COST: \$2,000, or provide Step & Repeat banner (3 of 5 available)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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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)
- Social Networking for Event

EVENT COLLATERAL:

- Logo Inclusion on Event Posters and Event Apparel
- Logo on Stage Graphics
- 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: \$1,000 (0 of 8 AVAILABLE)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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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 Posters and Event Apparel

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: 8 Comp Rooms for two nights for Celebrity Drummers/Staff (Sat night/Sun night)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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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 Event Posters and Event Apparel

ON-SITE OPPORTUNITES:

- Premium 10x10 Exhibition Space Day of Event (Signage, canopy, tables and chairs to be provided by sponsor. Canopy must be either white or sponsor-branded. Consult the Sponsor Team with any questions.)
- 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: \$500 (0 of 5 available)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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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 Event Posters and Event Apparel

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: Provide food for volunteers and/or celebrities (2 available*)

*One for 80 volunteers, one for 10 meals for celebrity VIP area

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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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 Event Posters and Event Apparel

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/Plaques
- *1 Top Fundraising Business Award/Plaques
- *6 to 10 Celebrity "Thank you" Awards/Plaques
- *10 Celebrity Desk Name Plates
- *25 Medals

*Sponsor logo on trophy if desired

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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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 Event Posters and Event Apparel

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 September 15, 2023)

WWW.DRUMMATHON.ORG



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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 Event Posters and Event Apparel*

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.

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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DRUMMATHON

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")

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 15, 2023)

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