



10th ANNUAL | OCTOBER 20, 2024 | 12p-7p

DRUMMATHON

at GRANDSCAPE®

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 13, 2024)

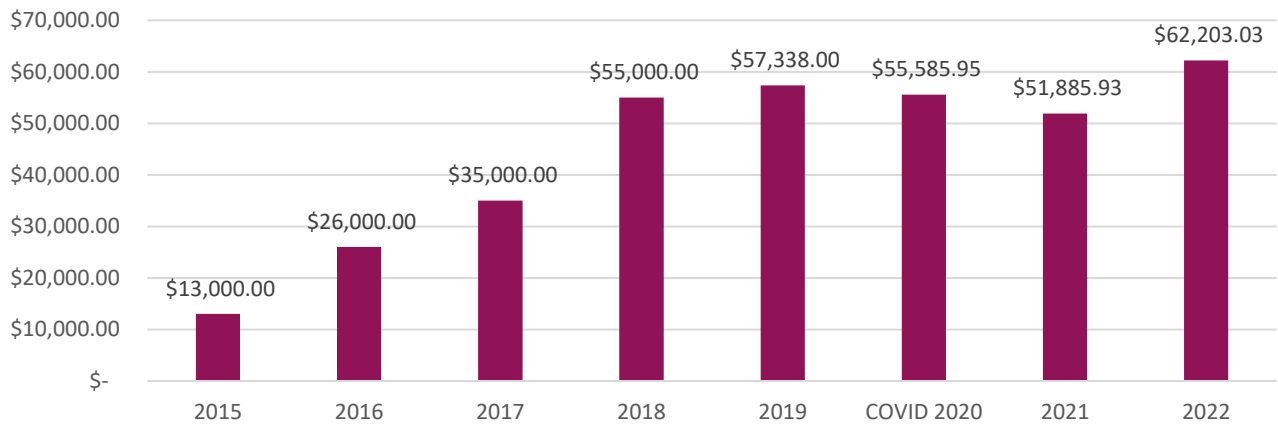
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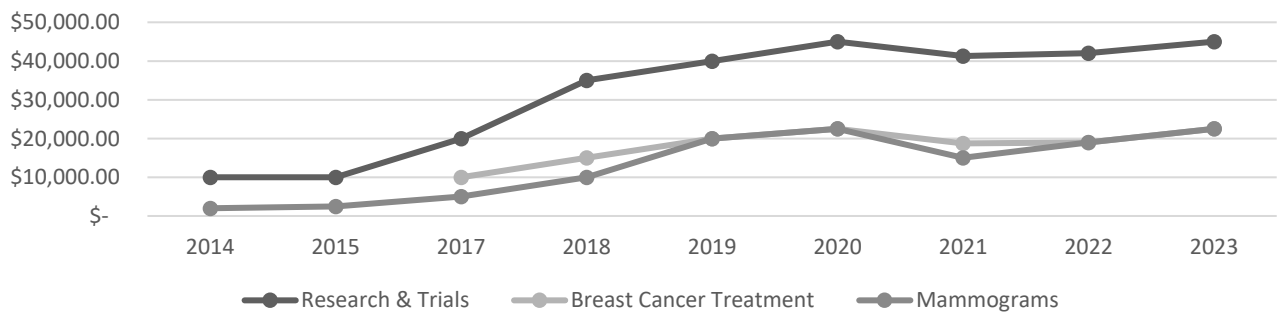
DRUMMATHON

MAKING A DIFFERENCE

Drummathon Year over Year



Program Donations Year over Year



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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 ra thanks to our amazing hotel sponsor!

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!

GRANDSCAPE
PRESENTED BY
Roland love+lif FOUNDATION
Hosq SHOWF DISPLA

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

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DRUMMATHON

CELEBRITY ALUMNI

Rockstar	Alumni Year	Rockstar	Alumni Year
Aaron Spears	2020	Kent Slucher	2023
<i>Ariana Grande, Lady Gaga</i>		<i>Luke Bryan</i>	
Carmine Appice	2015, 2016	Mark Schulman	2016, 2018, 2021
<i>Rod Stewart, Ozzy, Ted Nugent, Vanilla Fudge</i>		<i>P!NK</i>	
Chad Gracey	2022	Matt Starr	2015, 2016
<i>Live</i>		<i>Mr. Big, Ace Frehely</i>	
Chip Ritter	2017, 2018, 2019,	Mike Bailey	2019, 2022
<i>Mel-Bay Author</i>	2020	<i>Bret Michaels Band</i>	
Cathy Rich	2018	Nate Morton	2023
<i>The Buddy Rich Band</i>		<i>NBC's The Voice</i>	
Dan Shinder	2015	Pete Coatney	2017
<i>Drum Talk TV</i>		<i>Jack Ingram, Frenchie's Blues Destroyers</i>	
Dylan Elise	2019	Phil Varone	2021, 2022
<i>Blood, Sweat and Tears</i>		<i>Saigon Kick, Skid Row</i>	
Gina Schock	2023	Ray Luzier	2020
<i>The Go-Go's</i>		<i>Korn</i>	
Gregg Bissonette	2021	Rich Redmond	2016, 2018, 2019
<i>David Lee Roth, Ringo Starr and His All-Starr Band</i>		<i>Jason Aldean</i>	
Gregg Potter	2018	Rikki Rockett	2020
<i>The Buddy Rich Band</i>		<i>Poison</i>	
Jimmy D'Anda	2023	Samantha Maloney	2022
<i>BulletBoys, Lynch Mob</i>		<i>Hole, Mötley Crüe</i>	
Hannah Welton	2021	Sandy Gennaro	2017, 2018, 2019,
<i>Prince</i>		<i>Joan Jett, Cyndi Lauper, The Monkees</i>	2020, 2023
Johnny Kelly	2019	Scott Hessel	2022
<i>Quiet Riot, Danzig, Type O Negative</i>		<i>Gin Blossoms</i>	
Jimmy D'Anda	2020	Stephen Perkins	2020
<i>BulletBoys</i>		<i>Jane's Addiction</i>	
Keio Stroud	2017	Tiny Biuso	2017, 2019, 2020
<i>Big and Rich, Rodney Crowell</i>		<i>BulletBoys, Hed PE, T.S.O.L.</i>	
Kenny Aronoff	2020	Todd Sucherman	2020
<i>John Cougar Mellencamp, Melissa Etheridge</i>		<i>Styx</i>	
Lori Peters	2019, 2020, 2021,	Vinny Appice	2015, 2017
<i>Skillet</i>	2022, 2023	<i>Dio, Black Sabbath</i>	

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DRUMMATHON

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 13, 2024)

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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
(2 OF 2 AVAILABLE)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 13, 2024)

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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 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 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 (5 of 5 available)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 13, 2024)

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DRUMMATHON

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 (8 of 8 AVAILABLE)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 13, 2024)

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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 13, 2024)

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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 (5 of 5 available)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 13, 2024)

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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 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: 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 13, 2024)

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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 13, 2024)

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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 13, 2024)

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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 13, 2024)

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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")

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 13, 2024)

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