



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)

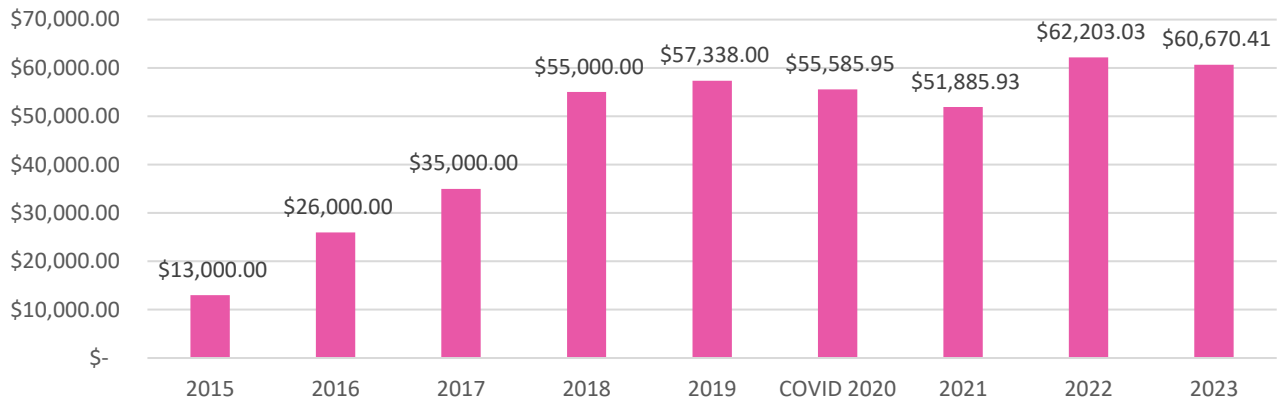
WWW.DRUMMATHON.ORG



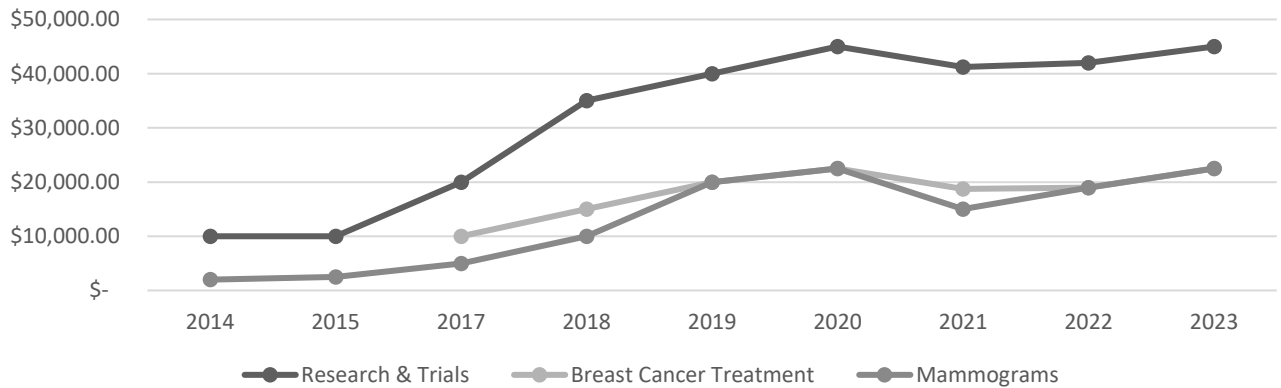
DRUMMATHON

MAKING A DIFFERENCE

Drummathon Year over Year



Program Donations Year over Year



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

WWW.DRUMMATHON.ORG



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



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

WWW.DRUMMATHON.ORG



DRUMMATHON

EMAIL BLASTS



For sponsorship info, contact sponsor@breastcancerstickit.org (deadline September 13, 2024)
WWW.DRUMMATHON.ORG



DRUMMATHON

SOCIAL MEDIA

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

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 their band members.

YAMAHA

GRANDSCAPE
PRESENTED BY
Roland love & life FOUNDATION
Hosa SHOWF DISPLA
Guaranteed EXPRESS

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

Boost post

Boost post

le.e.graves and
Thank you to
Partner more

ncancerstickit Have you seen
stuff in our eBay store?!
for Drummathon... more
drumlife 🤔🤔🤔🤔🤔🤔
2022
stcancerstickit
stcancerstickit · Origina...

For sponsorship info, contact sponsor@breastcancerstickit.org (deadline September 13, 2024)
WWW.DRUMMATHON.ORG



DRUMMATHON

CELEBRITY ALUMNI

Rockstar	Alumni Year	Rockstar	Alumni Year
Aaron Spears <i>Ariana Grande, Lady Gaga</i>	2020	Kent Slucher <i>Luke Bryan</i>	2023
Carmine Appice <i>Rod Stewart, Ozzy, Ted Nugent, Vanilla Fudge</i>	2015, 2016	Mark Schulman <i>P!NK</i>	2016, 2018, 2021
Chad Gracey <i>Live</i>	2022	Matt Starr <i>Mr. Big, Ace Frehely</i>	2015, 2016
Chip Ritter <i>Mel-Bay Author</i>	2017, 2018, 2019, 2020	Mike Bailey <i>Bret Michaels Band</i>	2019, 2022
Cathy Rich <i>The Buddy Rich Band</i>	2018	Nate Morton <i>NBC's The Voice</i>	2023
Dan Shinder <i>Drum Talk TV</i>	2015	Pete Coatney <i>Jack Ingram, Frenchie's Blues Destroyers</i>	2017
Dylan Elise <i>Blood, Sweat and Tears</i>	2019	Phil Varone <i>Saigon Kick, Skid Row</i>	2021, 2022
Gina Schock <i>The Go-Go's</i>	2023	Ray Luzier <i>Korn</i>	2020
Gregg Bissonette <i>David Lee Roth, Ringo Starr and His All-Starr Band</i>	2021	Rich Redmond <i>Jason Aldean</i>	2016, 2018, 2019
Gregg Potter <i>The Buddy Rich Band</i>	2018	Rikki Rockett <i>Poison</i>	2020
Jimmy D'Anda <i>BulletBoys, Lynch Mob</i>	2023	Samantha Maloney <i>Hole, Mötley Crüe</i>	2022
Hannah Welton <i>Prince</i>	2021	Sandy Gennaro <i>Joan Jett, Cyndi Lauper, The Monkees</i>	2017, 2018, 2019, 2020, 2023
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>Skillet</i>	2019, 2020, 2021, 2022, 2023	Vinny Appice <i>Dio, Black Sabbath</i>	2015, 2017

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

WWW.DRUMMATHON.ORG



DRUMMATHON

TITLE SPONSOR

Your company will be named title and presenting sponsor for 2024.

EXAMPLE: "Company" Presents: Breast Cancer Can Stick It! Drummathon 2024

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 (25 Items), plus additional items for giveaways from the stage
- 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)

WWW.DRUMMATHON.ORG



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 (25 Items), plus additional items for giveaways from the stage

TOTAL COST: \$3,500
(1 OF 2 AVAILABLE)

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

WWW.DRUMMATHON.ORG



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 (25 Items), plus additional items for giveaways from the stage
- 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 (4 of 5 available)

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

WWW.DRUMMATHON.ORG



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 (25 Items), plus additional items for giveaways from the stage

TOTAL COST: \$1,000 (2 of 8 AVAILABLE)

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

WWW.DRUMMATHON.ORG



DRUMMATHON

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 (25 Items), plus additional items for giveaways from the stage

TOTAL COST: 10 Comp Rooms for two nights for Celebrity Drummers/Staff (Sat night/Sun night), use of a meeting room for 2-3 hours, plus group discount for attendees

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

WWW.DRUMMATHON.ORG



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 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 (25 Items), plus additional items for giveaways from the stage

TOTAL COST: \$500 (2 of 5 available)

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

WWW.DRUMMATHON.ORG



DRUMMATHON

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 (25 Items), plus additional items for giveaways from the stage

TOTAL INVESTMENT: Provide food for volunteers and/or celebrities (0 of 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)

WWW.DRUMMATHON.ORG



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 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 (25 Items), plus additional items for giveaways from the stage

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)

WWW.DRUMMATHON.ORG



DRUMMATHON

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 (25 Items), plus additional items for giveaways from the stage

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

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

WWW.DRUMMATHON.ORG



DRUMMATHON

SUPERSTAR 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:

- Logo Inclusion on Sponsor Slide Rotation on Stage Screen*
- 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 (25 Items), plus additional items for giveaways from the stage

TOTAL INVESTMENT: \$1,000 or more in total value for provided product/service for event or for product provided for Auction, Raffles, Prizes and/or items for Goodie bags

*This opportunity available for the "Superstar Sponsor Package". To qualify for "Superstar Sponsor" package, product or service must total a value of \$1,000 or more. For product or service that value a total \$300-\$999, please see the "Rockstar Sponsor" package below.

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

WWW.DRUMMATHON.ORG



DRUMMATHON

ROCKSTAR 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 (25 Items), plus additional items for giveaways from the stage

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 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 Sponsor" package below.

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

WWW.DRUMMATHON.ORG



DRUMMATHON

ROADIE 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 (25 Items), plus additional items for giveaways from the stage

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 Sponsor")

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

WWW.DRUMMATHON.ORG