



**BOX
GARDEN**
AT LEGACY HALL

11th ANNUAL | NOVEMBER 2, 2025 | 12p-7p

DRUMMATHON

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!

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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 26, 2025)

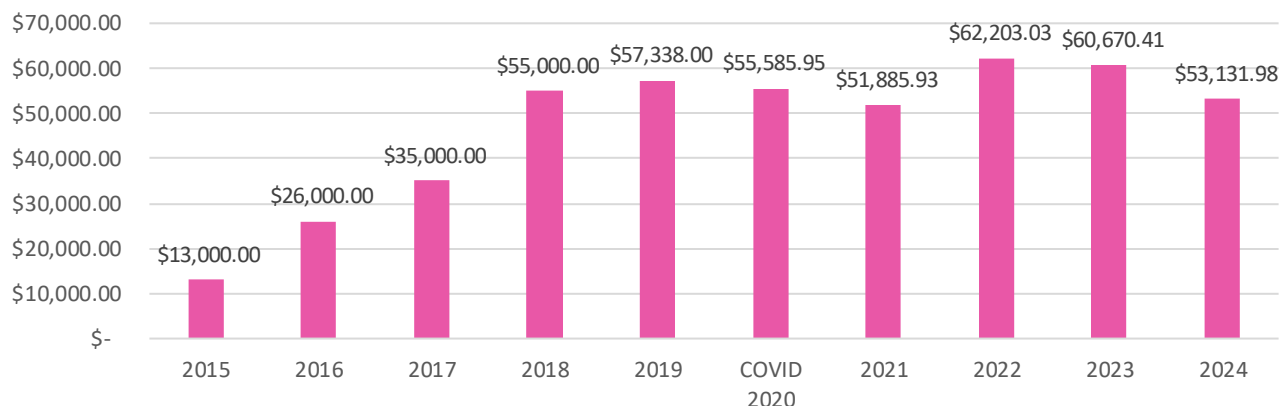
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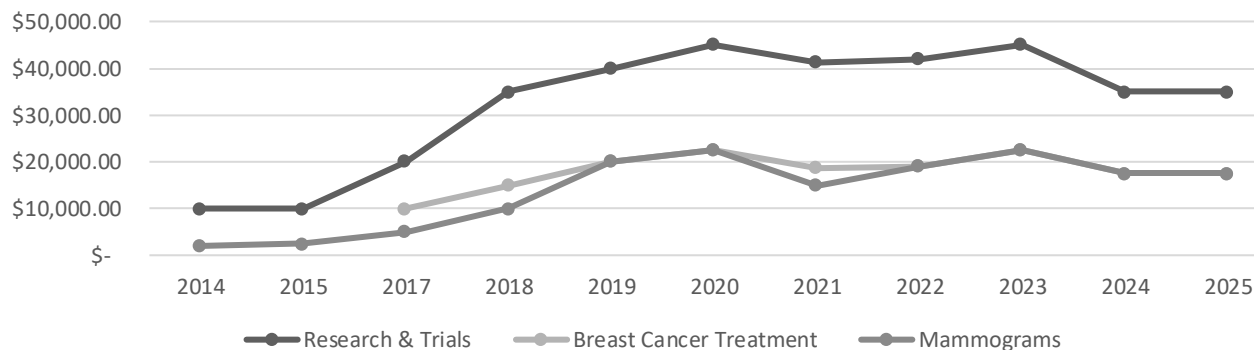
DRUMMATHON

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

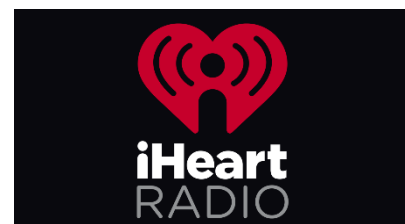
Radio:

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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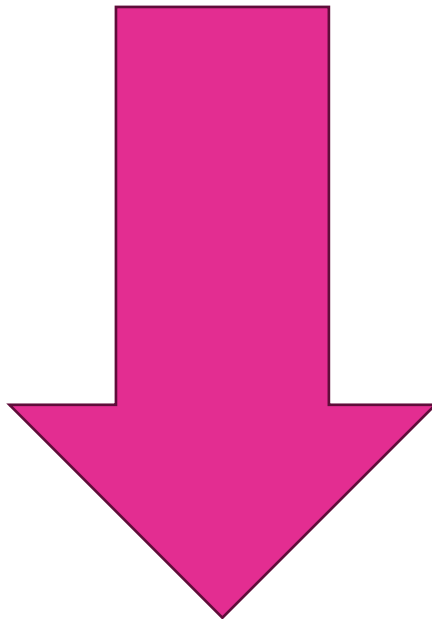
SOCIAL MEDIA





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CELEBRITY ALUMNI



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DRUMMATHON

Rockstar	Alumni Year	Rockstar	Alumni Year
Aaron Spears Ariana Grande, Lady Gaga	2020	Kent Slucher Luke Bryan	2023
Carmine Appice Rod Stewart, Ozzy, Ted Nugent, Vanilla Fudge	2015, 2016	Lori Peters Skillet	2019, 2020, 2021, 2022, 2023, 2024
Cathy Rich The Buddy Rich Band	2018	Mark Schulman P!NK	2016, 2018, 2021
Chad Gracey Live	2022	Matt Starr Mr. Big, Ace Frehley	2015, 2016
Chip Ritter Mel-Bay Author	2017, 2018, 2019, 2020, 2024	Mike Bailey Bret Michaels Band	2019, 2022
Dan Shinder Drum Talk TV	2015	Nate Morton NBC's The Voice	2023
Dylan Elise Blood, Sweat and Tears	2019	Pete Coatney Jack Ingram, Frenchie's Blues Destroyers	2017
Erik Eldenius Billy Idol	2024	Phil Varone Saigon Kick, Skid Row	2021, 2022
Gina Schock The Go-Go's	2023	Ray Luzier Korn	2020
Gregg Bissonette David Lee Roth, Ringo Starr and His All-Starr Band	2021, 2024	Rich Redmond Jason Aldean	2016, 2018, 2019
Gregg Potter The Buddy Rich Band	2018	Rikki Rockett Poison	2020
Hannah Welton Prince	2021	Samantha Maloney Hole, Mötley Crüe	2022
Hayley Cramer Pop Evil	2024	Sandy Gennaro Joan Jett, Cyndi Lauper, The Monkees	2017, 2018, 2019, 2020, 2023
Jimmy D'Anda BulletBoys	2020	Scott Hessel Gin Blossoms	2022
Jimmy D'Anda BulletBoys, Lynch Mob	2023	Stephen Perkins Jane's Addiction	2020
Johnny Kelly Quiet Riot, Danzig, Type O Negative	2019, 2024	Tiny Biuso BulletBoys, Hed PE, T.S.O.L.	2017, 2019, 2020
Keio Stroud Big and Rich, Rodney Crowell	2017	Todd Sucherman Styx	2020
Kenny Aronoff John Cougar Mellencamp, Melissa Etheridge	2020	Vinny Appice Dio, Black Sabbath	2015, 2017

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DRUMMATHON

TITLE SPONSOR

Your company will be named title and presenting sponsor for 2025.

EXAMPLE: [Company] Presents: Breast Cancer Can Stick It! Drummathon 2025

MEDIA EXPOSURE:

- Promotion as Presenting Sponsor
- Mentioned on all press releases

ONLINE:

- Largest logo on Drummathon website
- Logo on email blasts to registered drummers
- Custom social networking for event for "Company Name"
- Logo inclusion on social media celebrity announcement videos

EVENT COLLATERAL:

- Logo inclusion on event posters and event apparel
- Logo on stage graphics
- Premium logo on event apparel

ON-SITE OPPORTUNITES:

- Premium volunteer booth banner placement (to be supplied by company)
- Large logo inclusion on stage LED as official sponsor of the Survivor Photo Shoot
- 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
- 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 26, 2025)

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DRUMMATHON

SUPPORTING SPONSOR

MEDIA EXPOSURE:

- Promotion as Supporting Sponsor
- Mentioned on all press releases

ONLINE:

- Logo on Drummathon website
- Logo on email blasts to registered drummers
- Custom social networking for event for "Company Name"
- Logo inclusion on social media celebrity announcement videos

EVENT COLLATERAL:

- Logo Inclusion on event posters and event apparel
- Logo on stage graphics
- Premium logo on event apparel

ON-SITE OPPORTUNITIES:

- 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
(2 OF 2 AVAILABLE)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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STEP & REPEAT SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- Custom social networking for event
- Logo inclusion on social media celebrity announcement videos

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
- 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 26, 2025)

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STAGE SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- Name included on email blasts to registered drummers
- Social networking for event
- Logo inclusion on social media celebrity announcement videos

EVENT COLLATERAL:

- Logo Inclusion on event posters and event apparel
- Logo on stage graphics
- 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 (25 Items), plus additional items for giveaways from the stage

TOTAL COST: \$1,000 (6 of 8 AVAILABLE)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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HOTEL SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- Name included on email blasts to registered drummers
- Social networking for event
- Logo inclusion on social media celebrity announcement videos

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: 5 comp rooms for three nights for celebrity drummer clinicians (Fri, Sat, Sun night), 10 comp rooms for two nights for celebrity drummers/staff (Sat night/Sun night), plus group discount for attendees

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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MORE COWBELL SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website as "Official More Cowbell" Sponsor
- Name included on email blasts to registered drummers
- Social networking for event
- Logo inclusion on social media celebrity announcement videos

EVENT COLLATERAL:

- Logo Inclusion on event posters and event apparel
- Any time "Don't Fear the Reaper" is played over PA during show:
 - Logo on stage graphics
 - Announcement of business on stage as "Official More Cowbell" Sponsor

ON-SITE OPPORTUNITIES:

- Photographer + Videographer provided all day
- Opportunity to roll out new promotions, events, and giveaways
- Opportunity to provide donation branded Gong on display for use
- 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 (0 of 1 AVAILABLE)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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WARRIOR SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- Custom social networking for event

EVENT COLLATERAL:

- Logo inclusion on event posters and event apparel

ON-SITE OPPORTUNITIES:

- Signage at 10x10 Warrior Wall honoring survivors and warriors (signage provided by sponsor)
- "Warrior Photo Shoot presented by [Company]" on stage graphics during shoot with warriors
- 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 (1 of 1 available)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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VOLUNTEER BOOTH SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- Custom social networking for event

EVENT COLLATERAL:

- Logo inclusion on event posters and event apparel

ON-SITE OPPORTUNITIES:

- Signage at 10x10 volunteer booth (signage 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 (25 items), plus additional items for giveaways from the stage

TOTAL COST: \$250 (1 of 1 available)

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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FOOD SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- 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: Provide food for volunteers and/or celebrities (2 of 2 available*)

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

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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TROPHY SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- 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:

- *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 26, 2025)

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BOTTLED WATER SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- 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: 15 cases of bottled water for celebrities and volunteers

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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SUPERSTAR SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website
- Custom social networking for event

EVENT COLLATERAL:

- Logo inclusion on event posters and event apparel

ON-SITE OPPORTUNITIES:

- 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 auctions, 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 26, 2025)

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DRUMMATHON

ROCKSTAR SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

ONLINE:

- Logo on Drummathon website*
- 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 auctions, prizes, and/or items for goodie bags

*These opportunities are available for the "Rockstar Sponsor". To qualify for "Rockstar Sponsor" package, gifts must total a value of \$300-\$999. For gifts that value a total of \$300 or less, please see the "Roadie Sponsor" package below, for \$1,000 or more, see the "Superstar Sponsor" package

For sponsorship info, contact sponsor@breastcancercanstickit.org (deadline September 26, 2025)

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ROADIE SPONSOR

MEDIA EXPOSURE:

- Promotion for the event

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 auctions, prizes, and/or items for goodie bags (for gifts of \$300 or more, see "Rockstar Sponsor")

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