

# **SPONSORSHIP PACKAGE**

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*Rocking to Heal  
Little Hearts*

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## ROCKING TO HEAL LITTLE HEARTS

*Funding Childhood Cardiac Surgeries*

# Rocking to Heal Little Hearts

## Charity Event Sponsorship Package

# INTRODUCTION

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Hello, thank you for taking the time to review our Event Sponsorship Package for Rocking to Heal Little Hearts.

On behalf of our Company, D. R. Ray Productions, and the Jackson Family (Event Organizers), we would like to share with you all the different aspects of this amazing event. In this package you will find answers to questions such as:

Who is benefitting from this event?

Why are you the ones holding this event?

How can I see a return on my sponsorship?

Where will the event be held?

and so much more...

**You may also review our Sponsorship information and make payments directly through our Sponsorship Platform at the following link: <https://www.sponsormyevent.com/e/an8PFqvV>**

It is our hope that by providing you with up-front, detailed, and tangible data, you and/or your company will be ready to take the next steps in helping bring this event to life. We hope that you will be ready to become a sponsor for the first annual Rocking to Heal little hearts concert.

Please have fun reviewing the provided data and information. And as always, if you find you have further questions, or would like just a little extra information, please feel free to contact us at any time.

Sincerely,



Derek R. Ray  
Founder and Chief Executive Officer  
D. R. Ray Productions  
Licensed in the state of Pennsylvania

# Rocking to Heal Little Hearts

## Charity Event Sponsorship Package

### 1. EVENT SUMMARY

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As the medical field advances, we find that in some areas such as childhood cardiac issues, the advancement has not progressed nearly as fast as the young children desperately need.

It is our commitment to bring the Rocking to Heal Little Hearts concert to life in a true effort to raise much needed funds for the Geisinger's Janet Weis Children's Hospital and their Cardiac Surgery units.

1. **Type of Event:** Rock Concert
2. **Location of Event:** Bloomsburg Fairgrounds, Bloomsburg, PA
3. **Duration of Event:** Two Days
4. **Estimated Attendance for Event:** 15,000 per Day
5. **Benefitting Organization:** Janet Weis Childrens' Hospital, Danville, PA

It is our hope, that by bringing many amazing rock bands together on one stage, for two nights only, we as a community can open our hearts not only to the sounds of rock-n-roll, but to the sounds of little hearts beating for years to come because of your donations, ticket purchases and so much more.

Together, we as a true community can help our children's hospital in their time of need. Together, we can help march cardiac surgical advancements well into the future.

Together, we can HEAL LITTLE HEARTS!



## 2. RECIPIANT OVERVIEW

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Located in Danville, Pa., Geisinger Janet Weis Children's Hospital partners with pediatricians to provide personalized specialty care to children when they need it — from birth through young adulthood. Our specialty-trained pediatric doctors and nurses provide expertise in more than 30 medical and surgical disciplines, treating common to the most complex pediatric health conditions.

No matter what health concern your child is facing, the top-notch care they need is close to home. And our pediatric specialists are ready to provide your child (and your entire family) with the support they need.

From our neonatal intensive care unit (level IV NICU), pedsiatric intensive care unit (PICU) and dedicated pedsiatric emergency room to our inpatient unit and outpatient clinics throughout central and northeast Pennsylvania, our pediatric care team is dedicated to making exceptional pediatric care available to every child in every community we serve.

## Pediatric care at Geisinger

From general pediatrics to Janet Weis Children's Hospital, our team is dedicated to helping young lives thrive. We offer:

- Personalized, compassionate care for children: From maintaining your child's health and well-being to providing more advanced care, our pediatricians and pediatric specialists provide care that's tailored to your child's unique needs. Your child is more than a patient to us – he or she deserves the moon, the stars and the very best care available.
- World-class care in your neighborhood: With Janet Weis Children's Hospital located in Danville and many pediatric offices (and specialists) throughout Pennsylvania, exceptional care for your child is never far from home.
- Treatments powered by research: From minor to serious health issues, our drive to improve the health and lives of children is never-ending. Through ongoing education, research and innovation, we're here to evolve pediatric care — taking the latest research-based treatments to care for children.
- Family support: We see your family like our family. As relentless advocates for children and their loved ones, we're here to guide families at every step — from programs to community support and resources.



### 3. EVENT APPROACH

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#### Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. The following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

#### Technical/Project Approach

To approach this event in a manner that is not under-judging the scale and research involved, we have been in communication with the Bloomsburg Fairgrounds to obtain the grandstands for said event.

This space has been researched and it has been determined that said space would provide the projected needed space to hold an event of this nature.

Based on communications with the Fairgrounds, it has been determined that the Venue (for a fee) would provide the following services/products:

Venue Space, Staging and all needed equipment, grandstands, security personnel, ticketing services, parking, lighting, sound, electricity, food vendors approved listings, medical personnel, and crowd control.

The Bands would be provided by Artist Representation & Mgmt. Inc. Included in the quoted package would be the following services:

Bands (two days), Ridders, Backlines, tear-down and set-up services. Music and all rights to said music. Based on the proposed contract with Artist Representation & Mgmt. Inc., we would provide 31 hotel rooms for two nights, 5 car services and all meal needs.

D.R. Ray Productions will be providing services to bring the event to life. Their contracted services are as follows:

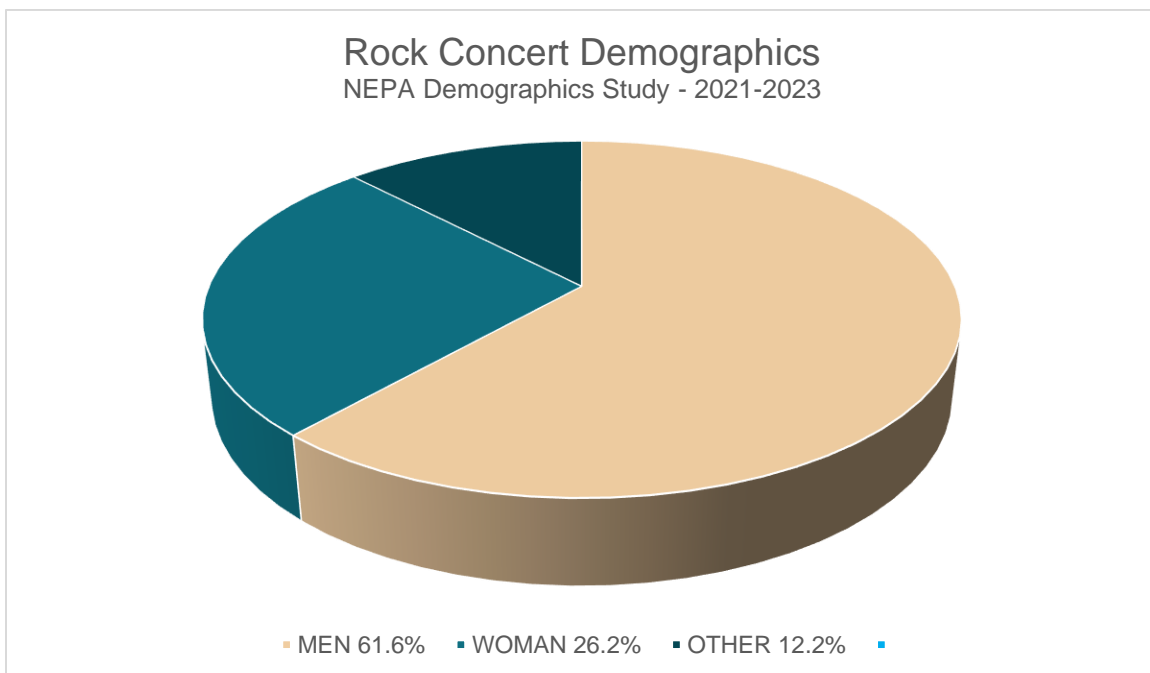
Event Press Site, Event Website, Event Email Addresses, Website and Email Hosting, Graphic Design services, Printing services, event planning services, event marketing services, event registration with state services.

# 4. EVENT/MARKET ANALYSIS

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Here's how hardcore festies compare to moderate and casual festies:

- Hardcore festies: 20% of all festival-goers; attend an average of five to six festivals each year
- Moderate festies: 50% of all festival-goers; attend two to three festivals each year
- Casual festies: 30% of all festival-goers; attend one festival each year
- Rock music is still the most popular music in America — just not among young people. While it is the clear favorite among Americans overall, adults under the age of 30 rank it third, behind hip hop and pop music.
- When asked what their favorite music was from a list of seven different musical genres, rock was the top choice of 32% of Americans, far ahead of popular music (15%), hip hop or rap (14%), country/western (12%), Christian and gospel music (10%), R&B or soul (7%), classical (6%) and jazz (4%).



## 5. SPONSORSHIP PACKAGES

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### 1. Brand Visibility

Studies say it takes 7 to 11 times for somebody to see your message and actually remember it. One of the best reasons to sponsor the Rocking to Heal Little Hearts event is the number of people that will have eyes on your brand, (10,000+). This is an opportunity for your business to either solidify your presence in the market, or to start working on brand recall or introduction while tapping into a new market. Plus, our event will add sponsor logos to T-shirts, banners and other take-home goodies, so your brand visibility will live on long past the event.

### 2. Build Relationships

Sponsoring the Rocking to Heal Little Hearts event is yet another area where your business can build trust with potential customers. You'll form relationships in our community with attendees, other event sponsors and the event production team. If business is a world of connections, this is your chance to expand your network.

### 3. Targeted Reach

Choose an event with attendees who would make the ideal customer for your small business. While our event doesn't have to align exactly with what your business does, our event should hopefully have the same target demographic or a new market you are trying to reach. Your Rocking to Heal Little Hearts event sponsorship is a great opportunity to get in front of an audience you may not otherwise have the chance to reach.

### 4. Generate Leads

With event sponsorship, attendees will be a mixture of potential customers who have already heard of your business and some new potential leads. The sponsorship will put your name top of mind for those prospects who are closer to making a purchasing decision.

If "out of sight, out of mind" is true, this puts your brand front and center. 10,000+ attendees, 10,000+ more new potential leads for your business.

### 5. Positive Image

Sponsoring the Rocking to Heal Little Hearts event can help show what your business is all about, and that's a good thing. While creating positive public perception shouldn't be the sole factor behind sponsoring our event, it's definitely an added benefit.



# Rocking to Heal Little Hearts

## Charity Event Sponsorship Package



### Little Hearts Ally

**\$200.00**

Logo Placed on Website  
Logo Placed in Event Guide  
501c3 Tax Receipt  
Letter of Gratitude



### Little Hearts Activist

**\$500.00**

**\*Everything from Ally Package +**  
Logo Placed on Digital Signage



### Little Hearts Advocate

**\$2,000.00**

**\*Everything from Activist Package +**  
Logo on Event T-Shirts  
2 (Two) Free VIP Passes



### Little Hearts Champion

**\$5,000.00**

**\*Everything from Advocate Package +**  
*(Not including 2 Free VIP Passes.)*  
Logo on ALL Marketing Products  
*(\*Not including Billboard.)*  
4 (Four) Free VIP Passes



### Little Hearts Hero

**\$10,000.00**

**\*Everything from Champion Package +**  
*(Not including 4 Free VIP Passes.)*  
Special Recognition Day-of-Event  
Billboard Logo Placement  
10 (Ten) Free VIP Passes  
Meet & Greet with Bands



### Little Hearts Superhero

**\$20,000.00**

**\*Everything from Hero Package +**  
*(Not including 10 Free VIP Passes.)*  
16 (Sixteen) Keepsake Tickets  
16 Event T-Shirts  
16 (Sixteen) Free VIP Passes  
Meet & Greet with Bands



### Little Hearts Heartbeat Sponsor

**\$1,000,000.00**

**\*Everything from Superhero Package +**  
*(Not including 16 Free VIP Passes.)*  
Listed as Event Presenter  
Company Listed on ALL Tickets  
Free Booth Placement at Event  
20 (Twenty) Keepsake Tickets  
20 Event T-Shirts  
20 (Twenty) Free VIP Passes  
4 (Four) Backstage Passes  
Meet & Greet with Bands

**ONLY ONE PACKAGE - ACT FAST**

# Rocking to Heal Little Hearts

## Charity Event Sponsorship Package

### 6. FINANCIAL PLAN

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for 200 days from the date of this proposal:

Services Cost Category #1	Price
Venue Space Rental, Catering, Utilities, Video, Audio, Stage, Lighting	\$130,000.00
Restroom Cleaning	\$3,000.00
Security Personnel & Medical Personnel	\$24,000.00
Hard/Soft Merch & Food Vendor Percentage to Grounds	20%
Ticketing Service Company and Price	\$4.00 per Tkt. + \$3,000.00 Emp. Pay
<b>Bloomsburg Fairgrounds Grand Total:</b>	<b>\$160,000.00 ++</b>
Bands	\$135,000.00
Ridders	\$20,000.00
Backline	Included
Housing Accommodations	\$20,000.00
Travel Accommodations	\$21,500.00
<b>Bands and Management Company Grand Total:</b>	<b>\$196,500.00</b>
Website and Email Services	\$10,000.00
Printing and Advertising	\$5,000.00
Business DBA Filing	\$275.00
<b>Website/Email/ Printing &amp; Advertising Grand Total:</b>	<b>\$15,275.00</b>
<b>Projected Event Expense Total:</b>	<b>\$371,775.00</b>
<b>*This total does not include ticket fees, merch fees, vendor fees due to venue.</b>	

- Disclaimer:** The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

## Rocking to Heal Little Hearts

### Charity Event Sponsorship Package

## 7. TICKET SALES/CAPACITY PER EVENT

### Capacity Breakdown Per Event

- ✚ Grandstands Capacity Per Event Day: 4,500
- Standing Pit Capacity Per Event Day: 9,700
- VIP Pit Capacity Per Event Day: 200
- VIP + Meet & Greet Pit Capacity Per Event Day: 100

### Ticket Pricing Per Event

- ✚ Grandstands Ticket Pricing Per Event: \$54.00
- Standing Pit Ticket Pricing Per Event: \$74.00
- VIP Pit Ticket Pricing Per Event: \$154.00
- VIP + Meet & Greet Ticket Pricing Per Event: \$304.00

### Ticket Sales Projected Income

*\*This data is projected based on 100% ticket sales per event day.*

Ticket Type	Ticket Count	Ticket Price	Sub Total	(-\$4.00) Ticket Fee	Profit
Grandstand	4,500	\$54.00	\$243,000.00	(-) \$18,000.00	\$225,000.00
Standing Pit	9,700	\$74.00	\$717,800.00	(-) \$38,800.00	\$679,000.00
VIP Standing Pit	200	\$154.00	\$30,800.00	(-) \$800.00	\$30,000.00
VIP + Meet & Greet Pit	100	\$304.00	\$30,400.00	(-) \$400.00	\$30,000.00
Grand Totals:	14,500	*****	\$1,022,000.00	(-) \$58,000.00	\$964,000.00

## Rocking to Heal Little Hearts

Charity Event Sponsorship Package

## Conclusion

We look forward to working with **YOU** and supporting your commitment in furthering your support in the communities around you. We are confident and willing to meet the challenges of the projected event ahead. With your assistance, we feel this event will help take Geisinger (Janet Weis Children's Hospital) well into the future.

If you have any questions, or would like to request additional information on the Rocking to Heal Little Hearts event, feel free to contact Derek R. Ray by email at [Derek\\_Ray@DRRayProductions.Com](mailto:Derek_Ray@DRRayProductions.Com) or by phone at (570) 336-5136. We will be in touch with you as the event planning process continues.

Thank you for your consideration,

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Derek Ray

D. R. Ray Productions, Founder | Chief Executive Officer



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Berwick, Pennsylvania 18603

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