

2024

Rock from the Heart

Sponsor Proposal



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SPONSORSHIP OPPORTUNITY

We are excited to present an exceptional opportunity for your company to advance its brand and products in a unique and impactful way. We invite you to partner with Rock from the Heart in our mission to support those affected by aortic disease.

About Rock from the Heart:

Now in our sixth year, Rock from the Heart has established itself as a leading organization in raising awareness about thoracic aortic aneurysms and aortic valve disease. Our events bring together survivors, caregivers, medical professionals, and individuals impacted by aortic conditions. The annual two-day event comprises a patient education seminar, a recognition dinner, a VIP reception, and an inspiring concert.

Our Mission:

Rock from the Heart's core mission is to provide accurate information on aortic disease and support to families from diagnosis to recovery. We believe in using the power of music to inspire hope and bring awareness to aortic disease. Our efforts are directed towards making vital information accessible to people at all income levels, empowering individuals to become the best advocates for their health.

Our Vision:

At Rock from the Heart, we are determined to address the challenges posed by aortic disease head-on. Through your sponsorship, you will be contributing to our vision of:

- Promoting early detection and meaningful support for all individuals affected by aortic conditions.
- Raising awareness of the symptoms and severity of aortic disease within at-risk and underserved populations.
- Advocating for access to appropriate diagnosis and treatment, ultimately improving quality of life and outcomes for patients.

Rock from the Heart 2024 event schedule:

Location: St. Paul, MN

Friday, February 23–St Paul Hotel	Patient symposium and survivor recognition dinner
Saturday, February 24–Palace Theatre	VIP reception and benefit concert

Location: Fargo, ND–Moorhead, MN

Friday, May 3–Marriott Moorhead	Patient symposium and survivor recognition dinner
Saturday, May 4–Avalon Events Center	VIP reception and benefit concert

Why Sponsor Rock from the Heart?

Our sponsor packages are designed to offer a seamless blend of philanthropy and advertising. Here are some key benefits you can expect as a sponsor:

- **Brand Visibility:** Your company's logo will be prominently displayed in various promotional materials, including newsprint, posters, handbills, and programs.
- **Online Reach:** We will feature your brand logo and links in online concert advertising, leveraging our extensive presence on social media and partner websites.
- **Event Tickets:** Depending on your chosen sponsorship level, you will receive tickets to our recognition dinner, concert, and VIP pre-show reception, offering you and your team a memorable experience.
- **Exhibitor Opportunities:** Our top-tier sponsors will have the chance to display their products and services at our symposium, further enhancing your brand exposure.
- **Media Exposure:** Rock from the Heart events receive coverage across various media platforms, including local and regional television, radio, print media, and online resources.

Sponsorship Packages:

We offer a range of sponsorship packages to suit your organization's preferences and budget. Whether you choose to be an ICON, LEGEND, ROCKSTAR, HEADLINER, OPENING ACT, WEEKEND WARRIOR, or ROCK FAN sponsor, your support will make a meaningful impact on the lives of those affected by aortic disease.

Tax Deductibility:

Rock from the Heart is a registered nonprofit corporation with 501(c)(3) status. Your contributions to our organization are tax-deductible to the extent permitted by law.

Next Steps:

We invite you to take this opportunity to partner with Rock from the Heart and make a lasting difference in the lives of countless individuals. Please review the enclosed sponsorship packages and let us know which option aligns best with your company's goals. Together, we can support hearts and change lives. Thank you for considering this partnership, and we look forward to discussing the details further.

Sincerely,
Amy Johnson



Rock from the Heart Sponsorship Team



ICON \$20,000 (1 available)

- Featured first in headlines of all concert advertising, newsprint, posters, handbills, and programs
- Exclusive naming rights for VIP reception
- Featured first in all online concert advertising with company links and brand logo
- 12 tickets to recognition dinner
- 12 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 12 VIP pre-show reception tickets
- Display opportunity at symposium and virtual exhibitor booth on event site
- Prominently featured on the Rock from the Heart website
- Top level logo placement on sponsor recognition banners
- Live on-stage mention at the concert
- Inclusion in all radio public service announcements
- Inclusion in all press releases
- Inclusion in all web site announcements, emails, and social media postings.

LEGEND \$10,000 (2 available)

- Company brand featured in concert advertising, newsprint, posters, handbills, and programs
- Featured in all online concert advertising with company links and brand logo
- 10 tickets to recognition dinner
- 10 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 10 VIP pre-show reception tickets
- Display opportunity at symposium and virtual exhibitor booth on event site
- Company featured on the Rock from the Heart website
- Mid level logo placement on sponsor recognition banner
- Live on-stage mention at the concert
- Inclusion in all press releases
- Inclusion in all web site announcements, emails, and social media postings

ROCKSTAR \$5,000 (3 available)

- Company brand featured in concert advertising, newsprint, posters, handbills, and programs
- Featured in all online concert advertising with company links and brand logo
- 6 tickets to recognition dinner
- 6 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 6 VIP pre-show reception tickets
- Display opportunity at symposium and virtual exhibitor booth on event site
- Company mention on the Rock from the Heart website
- Small logo on sponsor recognition banner
- Live on-stage mention at the concert
- Inclusion in all web site announcements, email, and social media postings



HEADLINER \$2,500 (5 available)

- Featured in all online concert advertising with company links and brand logo
- 4 tickets to recognition dinner
- 4 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 4 VIP pre-show reception tickets
- Display opportunity at symposium
- Company mention on the Rock from the Heart website
- Company name on sponsor recognition banner
- Inclusion in web site announcements, email, and social media postings

TOUR MANAGER \$1500 (unlimited)

- 2 tickets to recognition dinner
- 2 concert tickets
- 2 VIP pre-show reception tickets
- Display opportunity at symposium
- Company mention on the Rock from the Heart website
- Company name on sponsor recognition banner
- Inclusion in web site announcements, email, and social media postings

OPENING ACT \$500 (unlimited)

- Company mention on the Rock from the Heart website
- Company name on sponsor recognition banner in theater lobby
- Inclusion in web site announcements, email, and social media postings

WEEKEND WARRIOR \$250 (unlimited)

- Company mention on the Rock from the Heart website
- Company mention in social media posting

ROCK FAN \$100 (unlimited)

- Company mention in social media posting

What our attendees are saying:

- *Thank you for a FABULOUS event!! I have never been to anything so well organized and put together. Kudos to your team!*
- *This was A GREAT event! I was so proud of what you accomplished. You did a GREAT job. Thanks for your partnership.*
- *What a great time last night- very honored to be a part of it! Quite the success- congrats on all of your hard work paying off.*
- *Thank you for letting Social Indoor be part of your marketing effort and congrats on a great event! We hope to work with you next year on this as well.*
- *Thank you for putting Rock from the Heart together! I attended the symposium. It was the best, worthwhile, heartwarming, educating, enlightening four hours I've spent in years.*



ROCK FROM THE HEART™



www.rockfromtheheart.org

763-331-8282

amy.johnson@rockfromtheheart.org

[@rockfromtheheart](https://www.instagram.com/rockfromtheheart)

