



## Benefit Concert Sponsorship Opportunity

Every so often an opportunity comes along that helps advance your brand and products in a unique and noteworthy way. Affiliating your company with the Rock from the Heart Concert, benefitting the John Ritter Foundation for Aortic Health (JRF), is such an opportunity. This will be a high-quality event bringing music fans together to support a great cause. The event headliner is a nationally-renowned 80's rock band with a significant following that still tours the United States and Europe today. The event will be at the Pantages Theater in Minneapolis **Saturday, February 9<sup>th</sup>, 2019**. (The headlining band will be announced in late August 2018.) The Pantages seats 1,000+, and we expect to sell out the show.

Teaming with Rock from the Heart and JRF offers your organization tremendous marketing opportunities throughout the Twin Cities and nationally. Our objective is to provide corporate sponsors opportunities to donate charitable dollars while receiving valuable advertising. Marketing will take place extensively in the Twin Cities and nationally, and the event will be promoted on TV, radio, print, internet and social media. The event's local media sponsor is JackFM and its sister station WCCO.

All event proceeds go to the JRF, a 501(c)(3) non-profit organization.

### About the John Ritter Foundation

#### History

The John Ritter Foundation was created in October 2003, just weeks after John's sudden death due to an acute aortic dissection. Formed by his widow, Amy Yasbeck, and their family for the purpose of receiving donations in honor of John's life, the foundation is focused on thoracic aortic disease education, support, and research.

#### Mission

The John Ritter Foundation is dedicated to improving the identification of individuals at risk for aortic dissections and the treatment of thoracic aortic disease through medical research. The foundation also seeks to provide accurate information to the general public about the disease and its risk factors, along with support to individuals who have thoracic aortic disease or have lost a loved one to the disease. Finally, the foundation is dedicated to raising awareness of thoracic disease, including risk factors, proper medical and surgical management, and recognition of symptoms of an acute aortic dissection.

#### Vision

A well-informed public empowered to participate in their own aortic health and prevention of premature deaths due to acute aortic dissections through research.

# Sponsorship Packages

## ICON \$15,000 (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
- 10 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 10 VIP pre-show reception tickets for exclusive event at SEVEN
- Prominently featured on the Rock from the Heart and JRF websites
- Top level logo placement on sponsor recognition banners in theater lobby
- Live on-stage mention at the concert
- Business name and logo on volunteer t-shirts
- 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
- 6 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 6 VIP pre-show reception tickets for exclusive event at SEVEN
- Company featured on the Rock from the Heart and JRF websites
- Mid level logo placement on sponsor recognition banner in theater lobby
- Live on-stage mention at the concert
- Inclusion in all press releases
- Inclusion in all web site announcements, emails, and social media postings

## ROCKSTAR \$,5000 (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
- 4 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 4 VIP pre-show reception tickets for exclusive event at SEVEN
- Company mention on the Rock from the Heart website
- Small logo on sponsor recognition banner in theater lobby
- 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
- 2 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 2 VIP pre-show reception tickets for exclusive event at SEVEN
- 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

### 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

### Media Exposure

- TV – live spots on KARE11, WCCO, and Fox9
- Radio – Jack FM and WCCO
- Star Tribune and regional newspapers
- Bring Me the News
- Website (JRF and Rock from the Heart)
- Social Media: Facebook, Twitter, Instagram, LinkedIn

IMPRESSIONS	Facebook Followers	Twitter Followers	Instagram Followers	Included in email blast	Listed on Web page
Headlining Band Pages	316K	30.9K	2K+	Yes	Yes
Hennepin Theater	37K	10.9K	2.2K+	250K -2 blasts	Yes
SEVEN Sushi and Steakhouse	27.5K	4.5K	2.3K	Yes	NA
Ticketmaster	NA	NA	58.6K	Yes	Yes
Bands in Town	122K	35K	16.2K	NA	Yes
John Ritter Foundation	14K	23K	NA	Yes	Yes
Amy Yasbeck	2.5K	4K	1.7K+	NA	NA
JackFM Radio	9.4K	24.1K	NA	Yes	Yes