

ROCK FROM THE HEART



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 Rock from the Heart is such an opportunity. As we enter our third year, Rock from the Heart has a proven track record of putting together high-quality events that connect survivors, caregivers, medical professionals, and others affected by aortic disease.

Rock from the Heart's mission is to provide accurate information about thoracic aortic aneurysms and aortic valve disease by reaching out to the community through music. Rock from the Heart events are designed to be affordable and accessible to people at all income levels.

Teaming with Rock from the Heart offers your organization tremendous marketing opportunities. Our objective is to provide corporate sponsors opportunities to donate charitable dollars while receiving valuable advertising. Marketing will take place extensively in Fargo-Moorhead and regionally, with the event promoted on television, radio, print, internet e-mail marketing, and social media.

The event will be at the TAK Event Center. The TAK seats 300+ and we anticipate a sold-out show.

Sponsorship Packages

ROCKSTAR \$5,000 (1 available)

- Company brand featured in concert advertising, newsprint, posters, handbills, and programs
- Featured in all online concert advertising with company links and brand logo
- 8 concert tickets
- Display opportunity at event
- Company mention on the Rock from the Heart website
- Top level 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 (2 available)

- Featured in all online concert advertising with company links and brand logo
- 6 concert tickets
- Display opportunity at event
- Company mention on the Rock from the Heart website
- Mid level logo 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

Media Exposure

- TV and Radio
- InForum and regional newspapers
- Website
- Social Media: Facebook, Twitter, Instagram, LinkedIn

Testimonials

You and your group, along with all the other organizations really did an amazing job! --Scott G

I just wanted to drop you a note on all the fine words I have heard at many levels regarding your event. Lots of hours I'm sure /. Seems to have been a great success Good Work sir I would like to attend the next. – Johnny K

I wanted to thank you so much for the opportunity to help promote Rock from The Heat, it's such an important cause and you've done a magnificent job of creating so much more awareness about the disease. And lastly thanks so much for the opportunity to attend the concert, it was simply unbelievably amazing! :) --Aaron Black: BringMeTheNews

Thank you again for including us in the weekend's festivities. It was an honor to participate and you did an amazing job. We even enjoyed the snow! We look forward to continuing to collaborate. -Lindsay Clarke – Alliance for Aging (Valve Disease Day)

I wanted to personally thank you for including the Alliance for Aging Research at the 2nd Annual Rock from the Heart. Every event last weekend from the symposium to the concert was incredibly well done, fantastically organized, and executed to perfection! --Sarah DiGiovine Director of Development – Alliance for Aging Research

Thank you so much for organizing the symposium last Friday. I have survived multiple heart surgeries, and it was a very informative and comforting day. I did not get a chance to talk to the survivors who spoke, but I wanted them to know how much I appreciated the courageous sharing of their stories.

Thank you! --Amy L

Rock from the Heart Mission and Vision

Rock from the Heart (RFTH) was formed after the founder, Pete Johnson, survived aortic aneurysm and aortic valve replacement surgery. The mission is to support heart disease education and awareness programs with a primary focus on aortic health. Aortic disease is often known as a “silent killer” and most thoracic aortic aneurysms are discovered incidentally when the patient is being treated for another condition. Others are only discovered after the aorta dissects and/or the aortic valve deteriorates. Aortic valve disease, aortic aneurysms and aortic dissections become life-threatening conditions when not diagnosed in time. Frequently, these conditions are wrongly described as “undetectable” – but in many cases they are detectable and risk factors can be managed. With greater awareness and education of doctors, emergency medical technicians, emergency room workers, and patients, lives can be saved.

Thoracic aortic aneurysms are rare, occurring in approximately 6-10 per every 100,000 people. About 20% of those cases are linked to family history. Because the disease is rare, there is limited information available to those at risk and to those diagnosed with the condition.

An in-depth analysis of more than 400 individuals diagnosed with heart valve disease (HVD) discovered that more than two-thirds knew a very little about HVD before their diagnosis. 6 in 10 of the surveyed patients were diagnosed when they saw a health care professional for a regular check-up or other issue.

RFTH aims to change that by holding events that bring these conditions to the forefront. We committed to increasing public awareness of the factors that put people at risk for aortic disease, and to improving the diagnosis and management of these life-threatening conditions.

RFTH is focused on developing resources to educate the public on methods for diagnosis, treatment and management of aortic disease and by advocating for early detection, meaningful support, and timely access to appropriate treatment for all people affected.

- Communicating new information on aortic disease to the public
- Raising awareness of the symptoms and severity of aortic disease within at-risk and underserved populations so that it is no longer THE silent killer
- Reducing the toll of aortic disease by addressing barriers to diagnosis, treatment, and follow up care
- Providing a voice for aortic disease patients to improve access to appropriate diagnosis and treatment, improving quality of life and overall outcomes

Rock from the Heart is a nonprofit corporation organized in the state of Minnesota. Rock from the Heart is a recognized charity under section 501(c)(3) of the IRC. All contributions to Rock from the Heart will be deductible to the contributor to the extent permitted by law.

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