

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 a high-quality event that connects survivors, caregivers, medical professionals, and others affected by aortic disease. The two-day event includes a patient education seminar, recognition dinner, VIP reception, and concert.

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 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 regionally, with the event promoted on television, radio, print, internet e-mail marketing, and social media.

Rock from the Heart 2021 event schedule:

Friday February 19

1-6 pm	Patient Education Seminar
6-7pm	Cocktail Reception
7-9pm	Recognition Dinner

Saturday February 20

5-7:30pm	VIP Reception
8-11pm	Concert

The event headliner is a nationally renowned rock band with a significant following that still tours the United States and Europe. The concert will be at the Pantages Theater in Minneapolis. The Pantages seats 1,000+ and we anticipate another sold out show.

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 tickets to recognition dinner
- 8 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 8 VIP pre-show reception tickets for exclusive event at SEVEN
- Display opportunity at symposium
- 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
- 8 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 for exclusive event at SEVEN
- Display opportunity at symposium
- 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
- 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 for exclusive event at SEVEN
- Display opportunity at symposium
- 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
- 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
- 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
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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
- 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
Bands in Town	122K	35K	16.2K	NA	Yes
JackFM Radio	9.4K	24.1K	NA	Yes	Yes
Rock from the Heart	2K			Yes	Yes

Rock from the Heart Mission and Vision

Rock from the Heart (RFTH) is an incorporated organization formed after the founder, Pete Johnson, survived aortic aneurysm and aortic valve replacement surgery. The purpose of the organization 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 are potentially life-threatening conditions if not diagnosed in time. Frequently, these conditions are wrongly described as “undetectable” – but in many cases they are detectable. Risk factors can be managed. And 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. RFTH aims to change that by holding events that bring the condition into the forefront, committed to increasing public awareness of the factors that put people at risk for thoracic aortic disease, and to improving the diagnosis and management of these life-threatening conditions.

RFTH will also support public education programs focused on heart health awareness and education in rural communities and smaller hospitals. RFTH will focus on developing resources designed 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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