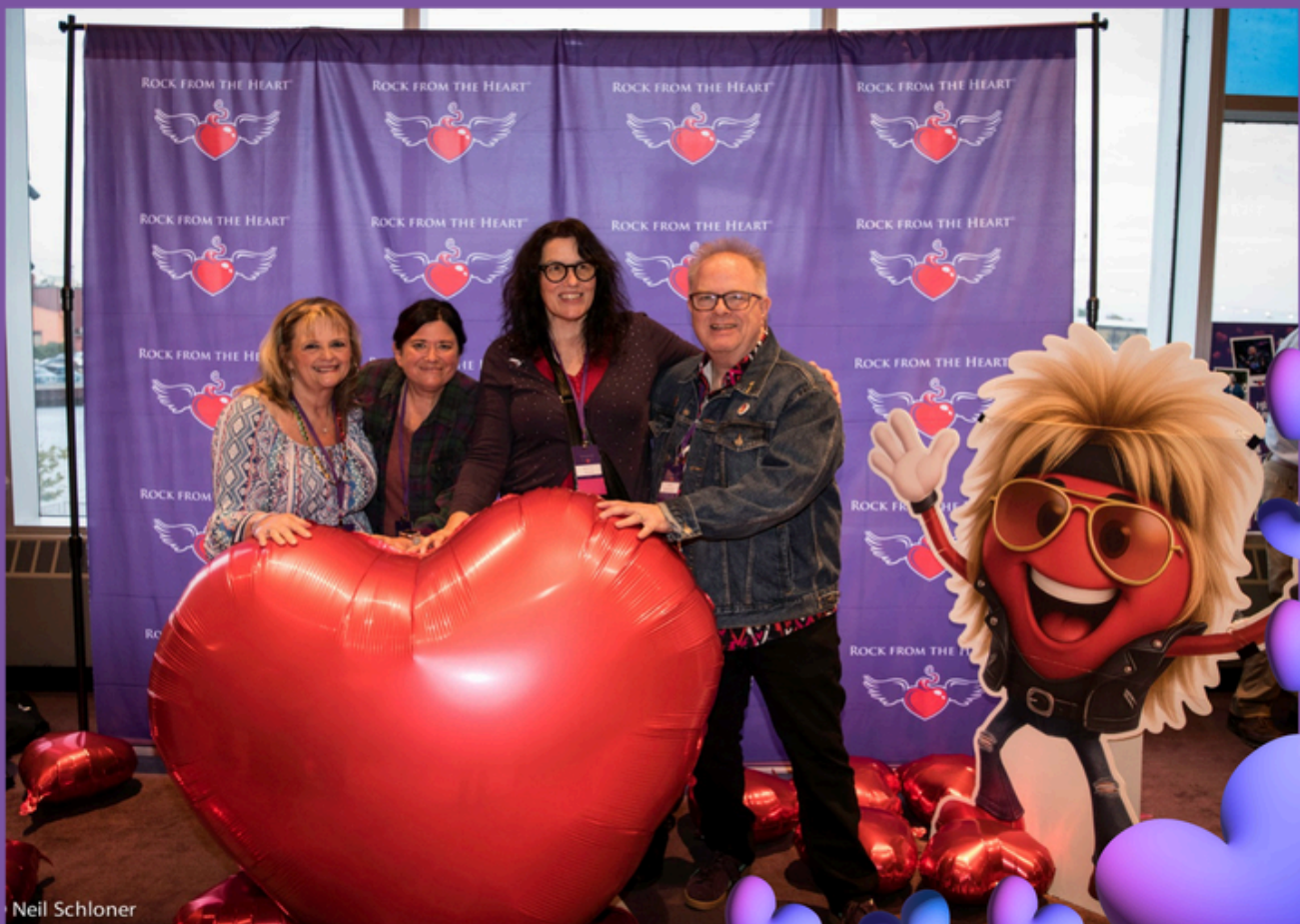


2027

Rock from the Heart

Sponsor Proposal

ROCK FROM THE HEART®





Partner with **Rock from the Heart** in 2027

We invite your organization to partner with Rock from the Heart to advance awareness, education, and support for people affected by aortic and heart valve disease. Our 2027 sponsorship opportunities offer the flexibility to support one or both of our signature events.

Twin Cities | February 12–13, 2027

Canterbury Park | Shakopee, MN

Northland | October 1–2, 2027

DECC | Duluth, MN

About Rock from the Heart

Founded in 2019 from one family's experience with aortic disease, Rock from the Heart has grown into an organization reaching communities across Minnesota and beyond through education, support, and music. In 2026, our all-volunteer organization continued expanding its reach through healthcare partnerships, media coverage, and community outreach. Highlights included a Governor's Proclamation, FOX 9 and WCCO Radio appearances, illuminating the I-35W bridge in purple and red, and reaching more than 200,000 people through digital platforms in February alone.

Our two-day events bring together patients, survivors, caregivers, medical professionals, and families for expert-led Aortic Ed Sessions, community health education, survivor recognition, and live music.

Our Mission

Rock from the Heart's mission is to proactively educate people about aortic and heart valve disease, bridge the gap between impacted families and the support they need, connect those diagnosed with vital resources, and inspire all through the healing power of music.

Our Vision

We envision a future where everyone affected by aortic and heart valve disease has access to the education, resources, and support they need, regardless of where they live.

Our priorities include early detection, reaching rural and underserved communities, connecting patients and families with trusted resources, and improving awareness of diagnosis and treatment options.

Your sponsorship helps bring lifesaving education, meaningful connections, and the healing power of music to more communities.



Why Sponsor Rock from the Heart?

Partnering with Rock from the Heart connects your organization with a growing audience while supporting lifesaving education, patient resources, and community outreach. Our events, media partnerships, and year-round digital presence provide visibility well beyond event weekend.

Our Reach & Impact

Our 2026 accomplishments demonstrate the value of your partnership:

- **190,000+ digital impressions** during Heart Month, with 537% growth in new followers in a single month.
- **13,500+ community members** across our platforms, a 53% increase since 2023.
- **Extensive Media Coverage:** Featured on FOX 9, KSTP, WCCO TV, and WCCO Radio in the Twin Cities, plus four television appearances across WDIO, FOX 21, and Northern News Now in Duluth. Additional exposure through regional radio, Visit Duluth, and community partners.
- **Statewide Recognition:** Governor's Proclamation recognizing Heart Valve Disease Awareness Day and the **I-35W Bridge illuminated** in purple and red for the second consecutive year.
- **Year-Round Education:** Our free online Aortic Ed library continues reaching audiences long after events conclude, including 77.4 hours of presentations watched in a single month.

Your Sponsorship Benefits

Our packages combine meaningful community impact with valuable promotional opportunities:

- **Brand Visibility:** Recognition on event signage, printed materials, digital promotions, and social media.
- **Media & Online Exposure:** Opportunities for recognition through advertising, partner promotions, and event publicity.
- **Event Experiences:** Complimentary tickets to recognition dinners, concerts, and Rockin' Hearts pre-show parties, based on sponsorship level.
- **Exhibitor Opportunities:** Connect directly with patients, caregivers, healthcare professionals, and community members.
- **Two Markets, One Partnership:** Sponsor our Twin Cities event, Northland Edition, or both for expanded regional exposure.

Make an Impact in 2027

Your sponsorship helps bring specialized heart health education to more communities, particularly rural and underserved areas, while connecting patients and families with vital resources and support.

Rock from the Heart is a registered 501(c)(3) nonprofit. Contributions are tax-deductible to the extent permitted by law.

We invite you to explore our 2027 sponsorship opportunities and work with us to create a partnership that aligns with your organization's goals.

Rock from the Heart Sponsorship Team



2027 Sponsorship Opportunities

Two Events. Two Markets. One Mission.

Choose to sponsor our Twin Cities event (February 12–13), Northland Edition (October 1–2), or both events. Sponsorship pricing and benefits are per event. Sponsors supporting both markets receive the full benefits and ticket allocations at each event.

ICON | \$20,000 per event

1 available per market | Both markets: \$40,000

- Premier recognition in all print and digital advertising, promotional materials, and event programs
- Exclusive naming rights for Community Heart Screening and Rockin' Hearts pre-show reception
- Priority logo placement and company links in online promotions and on the RFTH website
- 12 dinner, 12 concert, and 12 pre-show reception tickets
- Pre-sale access to purchase additional concert tickets
- Premium exhibitor opportunity at Aortic Ed Sessions
- Top-level logo placement on sponsor recognition banners
- Live on-stage recognition
- Inclusion in press releases, radio public service announcements, email campaigns, and social media promotions

LEGEND | \$10,000 per event

3 available per market | Both markets: \$20,000

- Prominent recognition in print and digital advertising, promotional materials, and event programs
- Company logo and links in online promotions and on the RFTH website
- 10 dinner, 10 concert, and 10 pre-show reception tickets
- Pre-sale access to purchase additional concert tickets
- Exhibitor opportunity at Aortic Ed Sessions
- Mid-level logo placement on sponsor recognition banners
- Live on-stage recognition
- Inclusion in press releases, website announcements, emails, and social media promotions

ROCKSTAR | \$5,000 per event

4 available per market | Both markets: \$10,000

- Brand recognition in print and digital advertising, promotional materials, and event programs
- Company logo and links in online promotions and on the RFTH website
- 6 dinner, 6 concert, and 6 pre-show reception tickets
- Pre-sale access to purchase additional concert tickets
- Exhibitor opportunity at Aortic Ed Sessions
- Logo placement on sponsor recognition banners
- Live on-stage recognition
- Inclusion in website announcements, emails, and social media promotions



HEADLINER | \$2,500 per event

5 available per market | Both markets: \$5,000

- Featured logo and company links in online advertising and promotions
- 4 dinner, 4 concert, and 4 Rockin' Hearts pre-show reception tickets
- Pre-sale access to purchase additional concert tickets
- Exhibitor opportunity at Aortic Ed Sessions
- Company recognition on the RFTH website
- Company name on sponsor recognition banners
- Inclusion in website announcements, email campaigns, and social media promotions

TOUR MANAGER | \$1,500 per event

Unlimited | Both markets: \$3,000

- 2 dinner, 2 concert, and 2 Rockin' Hearts pre-show reception tickets
- Exhibitor opportunity at Aortic Ed Sessions
- Company recognition on the RFTH website
- Company name on sponsor recognition banners
- Inclusion in website announcements, email campaigns, and social media promotions

OPENING ACT | \$500 per event

Unlimited | Both markets: \$1,000

- Company recognition on the RFTH website
- Company name on sponsor recognition banners
- Inclusion in website announcements, email campaigns, and social media promotions

WEEKEND WARRIOR | \$250 per event

Unlimited | Both markets: \$500

- Company recognition on the RFTH website
- Recognition in social media promotions

ROCK FAN | \$100 per event

Unlimited | Both markets: \$200

- Company recognition in social media posts

Interested in supporting both events? Sponsors receive the benefits associated with their selected level at each event. Custom sponsorship opportunities are also available.



Your Brand, Front and Center

Prominent Placement at Every Event



ESSENTIA HEALTH PRESENTS
ROCK FROM THE HEART
A CONCERT FOR AORTIC DISEASE AWARENESS

ARCH ALLIES
THE ULTIMATE 6-PACK OF ROCK TRIBUTE FEATURING THE MUSIC OF:

JOURNEY Styx BON•JOVI DEEP PURPLE REO SPEEDWAGON BOSTON
...with a Chaser!

AORTIC FIRE
Burning Through the Classics

Saturday, Oct. 10, 2026
DECC Harborside Ballroom | Duluth, MN
5 pm – Preshow Party | 7 pm – Doors | 8 pm – Benefit Concert

TICKETS & EVENT INFO: RockFromTheHeart.org

Essentia Health | TERUMO Aortic | ARTIVION | Edwards | MEMBERS

SCAN ME! 

ROCK FROM THE HEART™



Thank You

TO OUR GENEROUS SPONSORS, PARTNERS AND SUPPORTERS

Your support makes Rock from the Heart's Northland Edition possible!
Because of your generosity, we're able to offer free Aortic Ed sessions, a free Community Health Showcase,
and a weekend that brings patients, survivors, caregivers, medical professionals, and families
together to learn, connect and celebrate life.



ARTIVION



ROCK FROM THE HEART®



By the Numbers — 2026

4,730+

YouTube subscribers
and growing

6,300+

Facebook followers
and continuing to grow

200,000+

digital impressions

+537%

growth in new followers
during Heart Month

77.4 hrs

Aortic Ed content
watched in one month

13,500+

total community members
across all platforms

 **Governor's Proclamation:** Heart Valve Disease Awareness Day — Minnesota, 2022-2026







ROCK FROM THE HEARTSM®



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