

# THE PATH FUND & ROCKERS ON BROADWAY 2021

*present*



# THE ALBUM

COMING SOON

# ROCKERS ON BROADWAY - 2021 UPDATE

Due to continued restrictions and to allow the Broadway community time to resume performing in safety, the annual live ROCKERS ON BROADWAY concert series will remain on hiatus for 2021. But, we are still going to bring the rock! We are thrilled to announce the release of our premier album on our new imprint R.O.B. Records.

## 2021 FUNDRAISING GOAL

# \$100,000

## THE RECORD

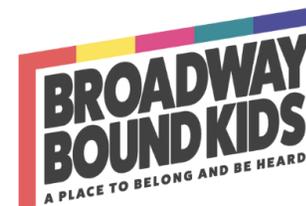
### ROCKERS LIVE: A Retrospective (Volume 1)

This carefully curated retrospective album features live performances from past Rockers On Broadway concerts, including:

- Paul Williams (Academy and Grammy Award Winner)
- Micky Dolenz (Grammy Award Nominee; The Monkees)
- Michael Cerveris (Tony Award Winner: Fun Home, Assassins)
- LaChanze (Tony Award Winner: The Color Purple)
- Christian Hoff (Tony Award Winner: Jersey Boys)
- Alice Ripley (Tony Award Winner: Next To Normal)
- Alex Brightman (Tony Award Nominee: Beetlejuice, School Of Rock)
- Constantine Maroulis (Tony Award Nominee: Spring Awakening, Rock Of Ages)
- Emma Hunton (Freeform's "Good Trouble"; Wicked; Next To Normal)
- Morgan James (Recording Artist; Motown The Musical; Godspell)
- Donnie Kehr (Rockers Creator; The Who's Tommy; Jersey Boys, Billy Elliot)
- Michael Lanning (Singer/Songwriter; Bonny & Clyde; The Civil War)
- Donald Webber Jr. (Hamilton; Holler If You Hear Me; Motown The Musical)

[THEPATHFUND.ORG](http://thepathfund.org)

## PROCEEDS TO BENEFIT



*Buddy Holly*  
EDUCATIONAL FOUNDATION

**THE FELIX ORGANIZATION**



# ROCKERS ON BROADWAY 2021 SPONSORSHIP LEVELS

## SILVER SPONSOR

**\$2,500**

- Invitation to private Album Release Party
- Promotional attention during the Album Release Party
- Company logo on printed marketing materials and website
- Sponsor Gift including:
  - Limited Edition Vinyl Album
  - Featured Liquor

## GOLD SPONSOR

**\$5,000**

- Invitation to private Album Release Party
- Inclusion in press photos on the Red Carpet
- Promotional attention during the Album Release Party
- Company logo on printed marketing materials and websites
- Inclusion in press releases
- VIP Sponsor Gift including:
  - Limited Edition Vinyl Album
  - Turntable
  - Featured Liquor

## PLATNIUM SPONSOR

**\$10,000**

- Logo or Name printed on Limited Edition Vinyl Album Liner
- Special Sponsor Edition Framed Album Cover
- Sponsor credit on streaming album release
- Invitation to private Album Release Party
- Meet and greet with celebrity talent
- Inclusion in press photos on the Red Carpet
- Promotional attention during the Album Release Party
- Company logo on printed marketing materials and website
- Inclusion in press releases
- VIP Sponsor Gift including:
  - Limited Edition Vinyl Album
  - Turntable
  - Featured Liquor

# ROCKERS ON BROADWAY 2021 UNDERWRITING OPPORTUNITIES

Corporate and Individual Underwriters help us cover the expenses for events & production, which enables the majority of our proceeds to go directly to the beneficiaries that we support. All In-kind and Underwriting donors will receive a tax-deductible receipt for the full value of the donation and recognition in promotional activities.

## Opportunities include:

- One-Year promotional programming for streaming album
- Vinyl Pressing
- Album Cover Printing
- Sponsor gift package items
  - Liquor
  - Turn Table
  - Other specialty VIP items
- Poster Printing
- Packaging & Shipping
- Album Release Party Event
- Social Media Coordinator
- Advertising Support

**FOR MORE DETAILS**

**Please Contact**

Cori Gardner

917-806-2187

[cori@thepathfund.org](mailto:cori@thepathfund.org)



# OUR IMPACT

"Because of The PATH Fund and ROCKERS ON BROADWAY the kids have theaters to perform in!!! They'll get to feel like the real, amazing performers that they are and have the heightened theatrical experience and gained confidence that is only possible when one gets to be on a STAGE! Thank you also for your constant support and wisdom and guidance."

- Erin Glass, Founder: Broadway Bound Kids



**\$10,000 = 15 scholarships**

This funding provides 15 students full scholarships to a pre-professional theatre or music program with one of PATH's educational partners.

## 135 ARTISTS SUPPORTED IN 2020

PATH Fund's Community Relief Grant supported performers, artists, musicians, crew, and others from the live entertainment community who were unable to work during the Covid-19 pandemic.



"The opportunities given to the students of Retter Entertainment over the past decade have been immeasurable. The PATH Fund has provided dozens of our young performers the opportunity to perform live, in ultra professional events! They have held in person master classes and audition workshops and offered scholarships for my students to attend theater related intensives."

- Thommie Retter, Retter Entertainment

"We can do the best we can to lift spirits and get people excited about helping. Rock & Roll is the perfect way to do that."

- Ben Cameron (Wicked, Aida)



**\$5,000 = New Artist Development**

This funding provides 2 Up and Coming performers with 3 fully produced demo recordings, including master classes, rehearsal space, studio time and production.

### **WHAT WE DO**

The PATH Fund, Inc.® is a 501c3 non-profit organization dedicated to supporting arts education and providing pre-professional training organizations with scholarship and program funding. Additionally, we support NYC's thriving arts community by directly assisting writers to develop new works of music and theater. In times of great need, we have allied ourselves with and supported notable causes, such as Disaster Relief, Racial Injustice and Community Need.

### **WHO WE ARE**

We are a community of artists, writers, musicians, designers, crew, producers, directors and fans coming together as one, promoting a good cause, sharing in a common goal and having a BLAST while doing it!

### **WHY WE DO IT**

As performers ourselves, we have a responsibility to nurture our performing arts community. The need for pre-professional training has never been greater, as arts programs in educational institutions are being dramatically cut back or simply eliminated due to budgetary restrictions. By helping organizations teach the tools of success for this industry, we can inspire and empower the next generation. Additionally, supporting unique individual artists directly ensures that they have the means to bring their dreams to fruition.

### **HOW WE DO IT**

- Charity Concerts
- Corporate, Private, and Fundraising Events
- Individual Grants
- Development of new works
- Mentoring promising performers
- Master Classes

ROCKERS ON BROADWAY®, is PATH Fund's flagship event and was the inspiration for the creation of the the non-profit organization. Founded in 1993 Rockers is the original Broadway rock concert charity event, featuring classic rock music performed by some of Broadway's best actors, all rockin' out for a good cause!

