

M A G A Z I N E

Rockers

R E C O V E R Y

Addiction Awareness & Prevention

Rockers

R E C O V E R Y

L I V E C O N C E R T S

Through Good Old Rock-N-Roll

Sound, Light, and Stage Partner

\$10,000.00

Includes the Following:

- Event Speaker
- Meet & Greet Speaker
- 2 All Access Festival Passes
- 10'x10' Booth at Festival (Table 2 Chairs)
- 1 Minute Video for RIR Social Media
- Full Page Ad in RIR Program Online & Print (4.5"x7.5"/300-DPI/Color Print/PDF or Jpeg)
- (1) 400 Word Article in Magazine
- (1) RIR Radio Interview
- Logo on LCD Screen
- Banner on RockersInRecovery.com
- 300x150 pixels
- Listing Under Recovery Partner - RockersInRecovery.com
- Featured In All Event Emails
- (9) SOCIAL MEDIA RE-POSTING: March 1st, 2016 RIR Hits Over 2 Million In Organic Reach Weekly. Your Campaign Will Include – Selecting one of your website's blog-posts to be re-shared on FACEBOOK, TWITTER and LINKEDIN.

Venue Partner

\$5,000.00

Includes the Following:

- 10'x10' Booth at Festival (Table 2 Chairs)
- Meet & Greet Partner
- 1 Minute Video for RIR Social Media
- Half Page Ad in RIR Program Online & Print (4.5"x7.5"/300-DPI/Color Print/PDF or Jpeg)
- 8'x 2' Banner In Front of Stage
- Banner on RockersInRecovery.com
- 300x150 pixels
- (6) SOCIAL MEDIA RE-POSTING: March 1st, 2016 RIR Hits Over 2 Million In Organic Reach Weekly. Your Campaign Will Include – Selecting one of your website's blog-posts to be re-shared on FACEBOOK, TWITTER and LINKEDIN.

Special Events Partner

\$2,500.00

Includes the Following:

- 10'x10' Booth at Festival (Table 2 Chairs)
- Half Page Ad in RIR Program (Print) (4.5"x7.5"/300-DPI/Color Print/PDF or Jpeg)
- 8'x 2' Banner In Front of Stage
- Banner on RockersInRecovery.com
- 300x150 pixels
- (3) SOCIAL MEDIA RE-POSTING: March 1st, 2016 RIR Hits Over 2 Million In Organic Reach Weekly. Your Campaign Will Include – Selecting one of your website's blog-posts to be re-shared on FACEBOOK, TWITTER and LINKEDIN.

RIR MAGAZINE PARTNER

- **Full Page Ad in Festival Magazine (Online & Print) - \$1000.00 (4.5"x7.5")**
 - Bring Your Own Tent and Setup (TENT & CHAIRS NOT INCLUDED)
- **Half Page Ad in Festival Magazine (Online & Print) - \$600.00 (4.5"x3.75")**
 - Bring Your Own Tent and Setup (TENT & CHAIRS NOT INCLUDED)

ALL ADS NEED TO BE:
300 DPI, PDF File & 4 Color Process
Print Deadline February 1st, 2017



RIR Radio Station – Where the Recovery Education & Rock-N-Roll Come Together

Since 2008-Rockers In Recovery is a nationwide addiction recovery based media news outlet. RIR reaches millions weekly with a message of hope to all seeking recovery information.

Rockers In Recovery® Radio has been dedicated to caring the message of addiction recovery through music, news, interviews, events, and festivals taking place within the clean and sober community. You can now engage @ RIR Radio on your computer or mobile device!

How The RIR Radio Station Works – Through the RIR platforms we have developed over the last decade, we reach millions of recovery based followers seeking information everyday around the world. Now through the station they get to enjoy all of the platforms in one place.

You can now engage on your smart TV, Computer, or Mobile Device! – The millions of followers we reach can now engage some recovery fun through music and most importantly, get educated on addiction issues, and find help for themselves or a loved one through the Stations Interface. This is the first of its kind platform that brings Recovery and Rock-N-Roll together Addiction Education.

Come To RIR Radio Station listen online and enjoy the following:

- 24/7 Live Streaming Radio
- On Demand Episodes
- Recovery News
- Addiction Educational Interviews
- Music and Musician Interviews
- Social Media Platforms
- RIR Magazine Online

From The Station's Interface – Watch Enjoy Live Streaming of the following:

- Events
- Concerts
- Festivals
- Meet and Greets

All Done Through RIR UStream TV – Live Concert and Event Streaming can be watched in real time right from the stations interface. You can now engage on your smart TV, computer or mobile device!

Coming Soon – We will have RIR Nationwide Locations opening up called, RIR Cafe's – Owned by independent licensee's, the brick and mortar establishments are going to be a place where people can go to fellowship and Rock-N-Roll over a cup of coffee, or to get educational information to help a loved one. This is all happening while listening to RIR Radio or watching RIR UStream concert/festival productions in real time. Just like Starbucks, but now the recovery community will have its own. The cool part of each independent RIR Cafe is, they do their own unique special events weekly in their area.

We Are Not A Treatment Program – We Are Not A Treatment Program – Since 2008 Rockers In Recovery® Radio & Productions (RIR) is a registered trademark for profit media based organization. The sole purpose is to provide prevention and education to anyone who suffers with drug addiction/alcoholism. We do this through music, education, and our Recovery Partners.

We have been around going on a decade and have seen many recovery treatment centers and recovery resources come and go. We receive many phone calls and emails everyday with people seeking help and we now are directing them to the RIR Radio Station for information. We have over the years worked with recovery organization's we feel really want to help their clients. You really need to be informed on a decision that can save a life of a loved one or even yourself.

Sincerely,

John Hollis,
Co-Founder/Owner

Contact @ 570-703-9170
Rockers In Recovery®

Music Festival Celebrates Recovery in Walpole

By Abigail W. Adams

Since it launched in 2008, Rockers in Recovery, a for-profit media and production company, has attracted tens of thousands to its music festivals and reached millions more through its online radio program. The message the organization is spreading through rock 'n' roll: there is hope, addiction recovery is possible.

On Saturday, Aug. 27, 2017 the Rockers in Recovery music festival came to Clark's Cove Farm in Walpole, a result of a collaboration between Clark's Cove Farm owner Tim Cheney and Rockers in Recovery co-founder John Hollis.

Musicians and representatives of addiction recovery organizations from across the country descended on Lincoln County to share their songs and stories, many with a similar theme. Several musicians and speakers said that when they were addicts, they were dying. Now that they're clean, they are alive and feel blessed.

Blessed and grateful were words independently spoken by several of the performers that took the stage, which included Selfish Steam and the Brian Sances Band from Massachusetts; Jam Alker from Chicago; Paul Wilson from Florida; RC Budaka from Waterville; Ceefor and John McAndrew from Nashville, Tenn.; and The Chillbillies from Knoxville, Tennessee.

The path that led to addiction was different for each individual who shared his or her story. Addiction recovery coach Deb Perkins was molested when she was 6 years old and told no one, she said. The secret fueled her use of drugs and alcohol. "As long as I kept that secret, I had permission to get high," Perkins said.



RC Budaka, of Waterville, performs at the Rockers in Recovery music festival. (Abigail Adams - photo)



Nashville, Tenn.-based singer-songwriter John McAndrew performs at the Rockers in Recovery music festival. (Abigail Adams - photo)

The moment she spoke about it, she started on the path to recovery. "That's when I stopped being a victim and started being a survivor," she said.

Childhood sexual trauma is common among the individuals the Shores Treatment & Recovery Center in Florida serves, said CEO Lyle R. Fried. Treatment at the inpatient treatment center is not just about addiction, but also about treating the whole person, and the trauma that has driven people to use, he said.

Shores is one of the treatment centers in Florida the Scarborough Police Department connects people to through its addiction outreach program, Operation HOPE, Fried said.

The "a-ha" moment that led many of the musicians and speakers at the event to seek treatment was also unique, yet followed a similar theme. Hollis awoke in a Miami club to find himself lying in his own urine, he said. "I had an epiphany," Hollis said. "There was no one to blame but me."

Joe Veneto, drummer for Selfish Steam, was living on the streets of Boston, he said. "I'd been incarcerated, stabbed, shot at, and OD'd twice," Veneto said. "None of that stopped me." It was a quiet moment ordering a drink at a bar and looking at all of the "old-timers" sitting there when he realized he needed help.

"I tried to get sober before for other people, but this time it was for me," Veneto said.

Alker was living in Chicago, "doing the rock star thing," when he became addicted to heroin, he said. As an addict, he kept drawing lines in the sand and told himself he would stop when he reached a certain point. The lines were crossed and he never did, Alker said.

"After 13 years of hell," Alker said, he realized he could not stop using on willpower alone and sought treatment. "When you go (to treatment) for someone else, you'll fail," he said. "You need to do it for yourself."

Two years after Hollis got sober, Rockers in Recovery was formed. What began as a radio station to spread the message of recovery through news, interviews, and music has grown into a multifaceted media and production company.

Rockers in Recovery's first music festival was in 2011. Thousands turned out for it, Hollis said. Since then, Rockers in Recovery has organized about 25 other concerts and festivals. "I'm a rocker," Hollis said. "I used to go to concerts to get wasted. Now, I'm a rocker that goes to concerts for recovery."

The Aug. 27 Rockers in Recovery music festival was the first in Maine. Cheney, founder of Chooper's Foundation, an addiction treatment and information resource, and equity partner in Grace Street Services, an outpatient treatment center in Lewiston, was a speaker at the Rockers in Recovery flagship concert in Florida in February.

Cheney suggested bringing the concert to Maine; Hollis agreed on the spot. The turnout at the event, of 50-100 people, was small compared to the crowds the festival attracts in other locations.

The majority of addiction treatment and recovery resources represented at the event were from Florida. Outside of Grace Street Services and Chooper's Foundation, Maine-based addiction treatment and recovery resources did not have a presence at the event.

With 189 overdose deaths in Maine in the first six months of 2016, the music festival, with its message of recovery, is something Cheney hopes will grow.

In the late 1960s, Cheney was living on the streets of New York City addicted to heroin. The majority of his veins had collapsed, he said. It was while he was strapped to a gurney in an emergency room that he realized he was dying, he said.

"When I was a kid, I was told 'once an addict, always an addict,'" Cheney said. "I didn't know recovery was possible." After 35 years of living clean, Cheney is living proof that the old adage is false and recovery is real. Through the power of music, Rockers in Recovery is broadcasting that message.

"My job is simple," Hollis said. "We carry a message of hope and we do that through music."

"I never envisioned I'd be standing here on this property," Cheney said. "I'm honored, proud, and so humbled ... this is an amazing moment for me."

For more information about Rockers in Recovery, go to rockersinrecovery.com.



Jam Alker performs at the Rockers in Recovery music festival at Clark's Cove Farm in Walpole on Saturday, Aug. 27. (Abigail Adams - photo)

Addiction Awareness & Prevention



Through Good Old Rock-N-Roll

ROCKERS IN RECOVERY

Trademark owner

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Status

Valid (exp. 2026-07-19)

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