



Promotional Opportunities

March 16, 2012
at Spiece Fieldhouse

2012 Rockin' Docs Musicfest Event Overview

The 12th annual Rockin' Docs Musicfest will be held Friday, March 16, 2012 from 6pm to midnight at Spiece Fieldhouse. The Musicfest showcases local "Rockin' Docs" bands comprised of talented medical and corporate professionals, offers a Silent Auction & Treasures, retail merchandise as well as food and bar service. Since it's inception in 2000, Rockin' Docs Musicfest has donated approximately **\$375,000** to local charities dedicated to providing medical services to our community.

The 2012 event will donate proceeds to these area not-for-profits: Matthew 25 Health and Dental Clinic, Fort Wayne Sexual Assault Treatment Center, Super Shot and Riley Hospital for Children.

Mission Statement - Rockin' Docs Musicfest:

- will provide wholesome entertainment for the purpose of raising funds for various non-profit and healthcare organizations that benefit the community.*
- will utilize this format to increase awareness and understanding of available medical services, programs and testing.*

Please review the various sponsorship opportunities. ***Many of our original sponsors continue to support this event, which speaks highly of the marketing and public relations value of this very important sponsorship.***

Thank you for the consideration of support! Please feel free to contact me at (260) 486-0680 to discuss this event in more detail.

Karen Rothermund-Aker,
Rockin' Docs Musicfest, Chair
4231 Boca Trail
Fort Wayne, IN 46815
Karen@marketingdirectives.com

This event is restricted to adults 21 and over. Admission is \$12 at the gate or \$10 in advance. A photo ID is required at the gate. Corporate and group ticket rates are available at special prices.

SPECIAL NOTE:

The economic crisis has resulted in a flood of uninsured patients and an even greater need to help our non-profits. Please, help by adding us to your 2012 charitable contributions!



2012 Rockin' Docs Musicfest Sponsorship Opportunities

• **PRESENTING SPONSOR - \$10,000**

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Platinum - \$5,000 - Recognition as one of the main event sponsors - Company name at stage - Prime location to hang company banner at event - Company recognition in print materials - Full page ad in program - Direct mail promotion to Fort Wayne physicians & medical community - Opportunity to distribute company promotional items at event
** restrictions apply - Opportunity to have special promotion within the event
** restrictions apply - 40 VIP tickets to event | <ul style="list-style-type: none"> • Gold - \$3,500 - Recognition at event - Company logo in promotional print materials - Opportunity to hang banner at event - Full page ad in program - Direct mail promotion to Fort Wayne physicians & medical community - Opportunity to distribute company promotional items at event
** restrictions apply - Opportunity to have special promotion within the event
** restrictions apply - 20 VIP tickets to event | <ul style="list-style-type: none"> • Silver - \$2,500 - Recognition at event - Company logo in promotional print materials - 1/2 page ad in program - Opportunity to distribute company promotional items at event
** restrictions apply - 10 VIP tickets to event <hr style="width: 20%; margin: 10px auto;"/> <ul style="list-style-type: none"> • Bronze - \$1,500 - Recognition at event - Listing in program - Signage opportunity at event - 4 Tickets to event |
|--|--|--|

•Corporate Ticket Order Form

Individual Ticket Prices

Day of Event \$12.00

Advance Online Ticket Price: \$10.00

www.rockindocsmusicfest.com

SPECIAL VALUE Advance Corporate Ticket -- (includes free delivery for over 25 tickets)

25 - 50 tickets @ \$9 each Over 50 @ \$8 each Total number of tickets: _____ Total Payment: _____

Sponsorship Level: **Platinum** _____ **Gold** _____ **Silver** _____ **Bronze** _____

Ticket Order: **Number of Tickets:** _____

Company Name: _____ Contact Signature: _____

Contact Name: _____ Contact Telephone: _____

Mailing Address: _____ City _____ State: _____ Zip: _____

Make Checks Payable to: Rockin' Docs Musicfest.

You may email your order to karen@marketingdirectives.com.

I AM UNABLE TO SPONSOR, PLEASE ACCEPT MY CASH DONATION: _____

Mailing Address: Rockin' Docs Musicfest, 4231 Boca Trail, Fort Wayne, IN 46815

Contact: Karen Rothermund at (260) 486-0680 for more information.

Your donation may be tax deductible. Check with your accountant. EIN # 35-2142839



Rockin' Docs Musicfest Silent Auction & Treasures



March 16, 2012

It is important to note that all profits are donated to local not-for-profit medical programs. This event is a real asset to our community. Rockin' Docs Musicfest offers opportunities to donate to our **SILENT AUCTION & TREASURES** which play a large part in our fundraising efforts. We hope that you will consider supporting Rockin' Docs Musicfest with a donation. If you have any questions, you may call Karen at (260) 486-0680 or email karen@marketingdirectives.com.

Silent Treasures - only \$250

- Receive an unfinished wooden chair
- Have an artist design & paint your chair

Silent Auction Donations

Items Donated: _____

Total Retail Value (for tax purposes) _____

How it works:

- ❖ Silent Treasures offers artist "Treasures" for auction that runs in conjunction with the Silent Auction from 6:00pm until 10:45pm. Tables close at various intervals starting at 10:00pm.
- ❖ Chairs or other art projects will be displayed for bidding at the Rockin' Docs Musicfest Silent Auction.
- ❖ Silent Treasures participants are provided with an unfinished wooden chair or similar item to be painted/decorated by an artist of your choice and returned to Rockin' Docs Musicfest for auction by March 12th.
- ❖ Company Name/Logo along with the Artist Name will be prominently displayed with your "Treasure".

All donations received from this event will benefit Matthew 25 Health and Dental Clinic, Fort Wayne Sexual Assault Treatment Center, Riley Hospital for Children and Super Shot.

Your donation may be tax deductible. Check with your accountant. - EIN# 35-2142839

Company Name: _____
Contact Name: _____ Contact Telephone: _____
Mailing/Billing Address: _____
City _____ State: _____ Zip: _____
VISA Mastercard Account # _____ Exp date _____
Authorized Signature: _____

Delivery/Pickup will be arranged. Please Make Checks Payable to: Rockin' Docs Musicfest

Contact: Karen Rothermund at (260) 486-0680 for more information. You may email your order to karen@marketingdirectives.com or mail to: Rockin' Docs Musicfest, 4231 Boca Trail, Fort Wayne, IN 46815

Thank you for your support!

Program Advertising:

Full Page - \$500 (4 ½" W x 7 ½" H) or ½ page - \$300 (4 ½" W x 3 ¾" H)

includes 4 tickets (\$48 value)

includes 2 tickets (\$24 value)

****NOTE:** Ad instructions will be forwarded to you upon receipt of your order

ROCKIN' DOCS MUSICFEST – AD SALES

At a Glance

- The Rockin' Docs Musicfest Program is an event publication printed on gloss stock with full color cover and black and white ads.
- Rockin' Docs Musicfest is an annual fundraising event for non-profit healthcare organizations within Fort Wayne and the NE Indiana area that provide direct patient care within our community and supported by cash sponsorships and program advertisements from local businesses.

Program Distribution

- Approximately 1,000 programs are distributed at the gate to the highly desirable demographic of 25-54, with an above average income and higher levels of education.

Program Readership

- Over 1,500 readers reaching medical practices and their employees, business owners, staff, family members and everyone in between.
- Older copies of Rockin' Docs Musicfest Programs are often found in waiting areas and lunch rooms of area businesses and medical practices.

Musicfest Sponsor Program Ad Specifications

Deadline January 30, 2012

Ad Sizes Full Page 4 ½ W x 7 ½ H

1 ½ Page 4 ½ W x 3 ¾ H

All logos, text or ads must be supplied as digital file via email to: kandi@designfactor.com. Supply your own ad or your logo, address & phone if placed in a previously prepared ad frame. Ads can be designed at a reasonable cost by contacting Mindy at Design Factor, 260-918-2787. Please supply grayscale files in EPS, TIFF, PDF or JPEG High Resolution files only.

Direct materials and questions to: Kandi at 260-918-2787, email kandi@designfactor.com or Karen at Marketing Directives (260) 486-0680, email karen@marketingdirectives.com.

ORDER FORM \$500 Full Page _____ \$300 1/2 Page _____

Company Name: _____

Contact Name: _____ Contact Telephone: _____

Mailing/Billing Address: _____

City _____ State: _____ Zip: _____

VISA Mastercard Account # _____ Exp date _____

Authorized Signature: _____

Please Make Checks Payable to: Rockin' Docs Musicfest

Contact: Karen Rothermund at (260) 486-0680 for more information. You may email your order to karen@marketingdirectives.com or mail to: Rockin' Docs Musicfest, 4231 Boca Trail, Fort Wayne, IN 46815

Your donation may be tax deductible. Check with your accountant. - EIN# 35-2142839

Thank you for your support!