

8th Annual

Recovery Music Event

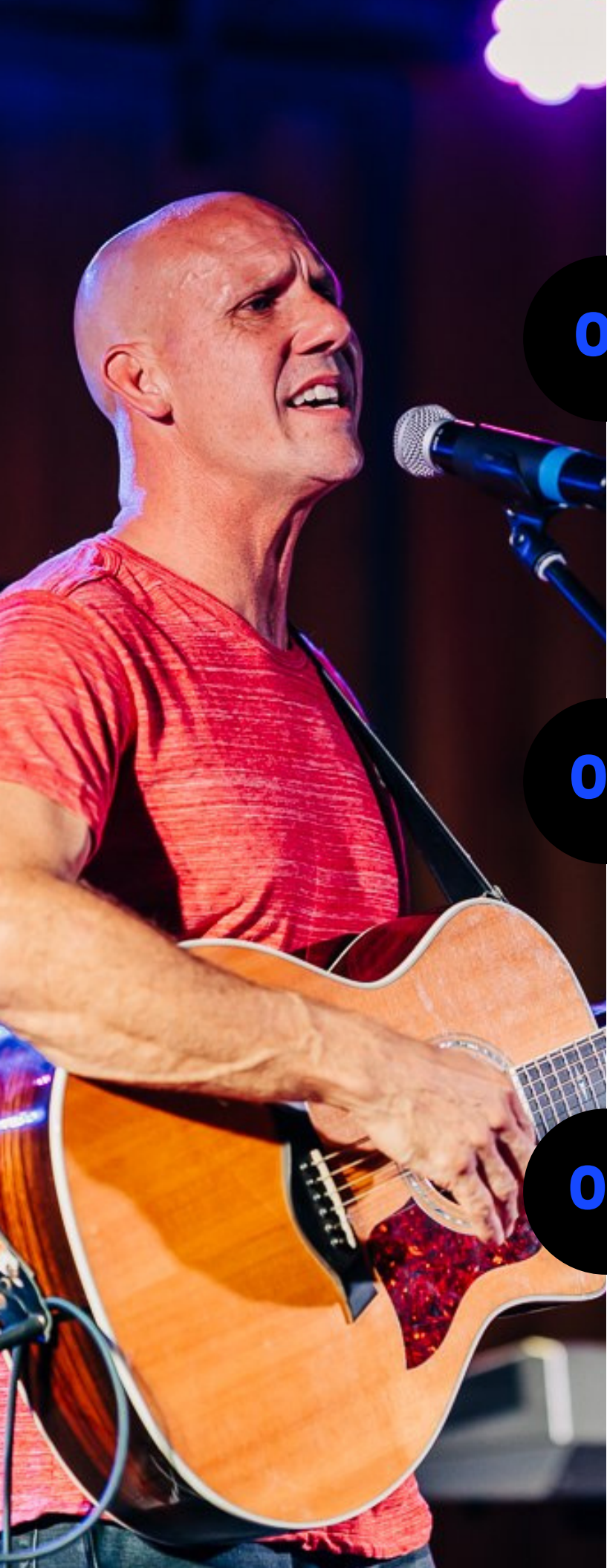
Rock 4 Recovery Proposal

September 29, 2023

Icehouse Amphitheater
107 W Main St.
Lexington, SC 29072



ROCK 4 RECOVERY



What We Do

01

event purpose

Create a recovery-supportive community that embraces the importance of substance misuse prevention, intervention and treatment.

Provide financial support for programs and services at LRADAC, including financial assistance for individuals and families who cannot afford the cost of treatment.

02

our why

1 in 8 people suffers from a substance use disorder & only 10% receive the treatment they need.

This event meets an expressed community need for social awareness, reduced stigma surrounding substance misuse, and financial aid for individuals and families who cannot afford the cost of treatment.

03

recovery assistance

LRADAC provides services for all, regardless of ability to pay. Money can be a primary barrier to participating in treatment.

LRADAC Foundation helps provide recovery assistance for uninsured patients or those facing financial hardships – helping pay for assessments, treatment and other recovery programs.



History Of Rocking

We are proud of our beginnings of rocking on Columbia's Main Street to help raise awareness that September is National Recovery Month. In 2019, we added a benefit concert to increase community involvement and the reach of our message. Recovery is POSSIBLE, and the Rock 4 Recovery concert celebrates the beauty of that reality.

Community Support



September is National Recovery Month, and the LRADAC Foundation is kicking down barriers to ensure ALL our neighbors, friends, and loved ones have access to alcohol or drug misuse treatment.

At LRADAC, NO ONE is turned away from services because of an inability to pay. Thankfully, because of charitable contributions from our benevolent donors, individuals and families without insurance or those facing financial hardships can apply for financial assistance that can help pay for assessments, treatment and other programs.



Transitional Youth: Rock 4 Recovery Proceeds at Work

Partnering with several community organizations, the Transitional Youth (TY) Program serves youth between the ages of 16 and 25 who are homeless and have been diagnosed with substance use disorders. LRADAC team members are co-located at offices of partner organizations providing treatment and recovery support services on-site and helping patients secure employment, reunite with family, and locate stable housing.

Funds from Rock 4 Recovery help us promote a holistic approach to treatment that improves the quality of life and recovery success outcomes for these extraordinary patients.

event details

why past sponsors gave



Brand visibility provides generation of leads



return on investment with donation to 501c3



stand out among competitors as a business that invests in our community

past performers



2019

Sister Hazel
Special Guest, Jim Sonifeld



2021

Edwin McCain



2022

Revisiting Creedence









From Jim "Soni" Sonifeld to Sister Hazel to Edwin McCain, the concert features prominent performers at an alcohol-free venue so people in recovery—and their friends—can celebrate in a safe environment. Proceeds from all Rock for Recovery concerts support the programs and services of LRADAC and also provides financial assistance to people seeking recovery who are uninsured or those facing economic challenges and cannot afford the cost of treatment. Rock 4 Recovery is one way that the LRADAC Foundation ensures that finances are never a barrier to getting on the road to recovery.

STATS

R4R TOP OF THE CHARTS

ROCK 4 RECOVERY 2022

ADAC.ORG/FOUNDATION

1		FUNDS APPLIED TO RECOVERY ASSISTANCE	\$50K
2		SPONSORS	48
3		TICKETS SOLD	628
4		LOCAL/REGIONAL NEWS MENTIONS/APPEARANCES	15
5		LAMAR DIGITAL BILLBOARD REACH	267K
6		RADIO/STREAMING IMPRESSIONS	237K
7		FACEBOOK PAGE REACH FOR RECOVERY MONTH	14K
8		MERCHANDISE SALES	\$2K

2022 Recap

The LRADAC Foundation is celebrating that recovery from substance use disorders is possible. Entire families and children suffer when a parent or other loved one struggles with alcohol and drug use. Fortunately, thanks to the services at LRADAC, thousands of families have experienced the power of recovery and healing.

Sponsor Benefits

We couldn't do this without the fantastic support we have received from our past and current sponsors. And here's your chance to rock by being a private or corporate sponsor of Rock 4 Recovery 2023.



presenting sponsor

\$25K

16 Complimentary Tickets

Logo recognition on Rock for Recovery webpage

Mentions in e-Newsletters (est. 2,500 recipients per newsletter)

Company Logo recognition on A-frame signs

Mentions on social media (estimated 100,000 impressions)

Presented with award for support

CEO/Owner promo/support video posted on social media

Company Logo recognition on campaign T-shirts

Meet and Greet (contingent on artist availability)

Opportunity to distribute corporate giveaway items at R4R Concert

Company recognition on promo materials

Designated parking at venue

Opportunity to announce headlining act and provide brief corporate message

News release mentions and opportunity to speak during all media interviews

*A portion of all sponsorships will directly benefit patients through our Recovery Assistance Fund.

superstar sponsor \$20K

- 14 Complimentary Tickets

Logo recognition on Rock for Recovery webpage

Mentions in e-Newsletters
(est. 2,500 recipients per newsletter)

Company Logo recognition on A-frame signs

Mentions on social media
(estimated 100,000 impressions)
- CEO/Owner promo/support video posted on social media

Company Logo recognition on campaign T-shirts

Presented with award for support

Opportunity to distribute corporate giveaway items at R4R Concert

Promo video to air at concert



SPONSOR BENEFITS	ROCK STAR \$15K	DIAMOND \$10K	MULTI-PLATINUM \$5K	PLATINUM \$2.5K	GOLD \$1K	SILVER \$500	BRONZE \$250
Recognition on Rock for Recovery webpage	Logo	Logo	Logo	Logo	Name	Name	Name
Complimentary R4R Concert tickets	12 Tickets	10 Tickets	8 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets
Mentions in e-Newsletters (est. 2,500 recipients per newsletter)	✓	✓	✓	✓	✓	✓	✓
Company recognition on campaign A-frame signs	Logo	Logo	Logo	Logo	Name	Name	
Mentions on social media (estimated 100,000 impressions)	✓	✓	✓	✓	✓	✓	
Company recognition on campaign T-shirts	Logo	Logo	Logo	Name	Name		
Presented with award for support	✓	✓	✓	✓			
Opportunity to distribute corporate giveaway items	✓	✓					
Company logo on 360 photo booth - one of the hottest entertainment and event experiences on the market	✓						



Thank You

LRADAC Foundation

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