Rock 4 Recovery Proposal

September 19, 2025

Icehouse Amphitheater

107 W Main St.
Lexington, SC 29072

ROCK 4 RECOVERY

What We Do

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.

01

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.

02

recovery assistance

LRADAC provides services for all, regardless of ability to pay. Money can be a primary barrier to participating in treatment.
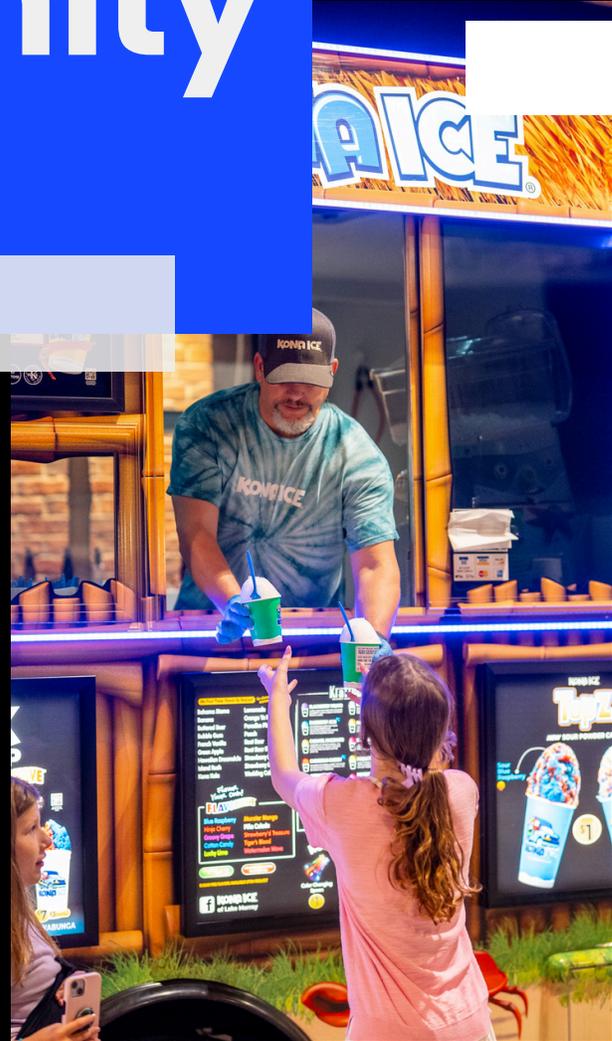
LRADAC Foundation helps provide recovery assistance for uninsured patients or those facing financial hardships – helping pay for assessments, treatment and other recovery programs.

03

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.

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

2024

Everclear

From Jim "Soni" Sonefeld and Sister Hazel to Edwin McCain, Taylor Dayne and Everclear, Rock 4 Recovery has featured prominent performers at an alcohol-free venue, creating a safe and celebratory environment for people in recovery and their friends. Proceeds from Rock 4 Recovery concerts support LRADAC's programs and services while providing financial assistance to individuals seeking recovery who are uninsured or facing economic challenges. Rock 4 Recovery embodies the LRADAC Foundation's commitment to helping individuals get on the road to recovery, by ensuring that finances are never a barrier to treatment,

2024 Impact Report

Sponsorship Impact & Giving Back

Sponsorship contributions directly support recovery initiatives, funding critical treatment and prevention programs at LRADAC. The event's success helped provide essential resources for individuals on their journey to recovery, reinforcing the life-changing impact of community and corporate support.

$85K
Funds Awarded to LRADAC Programs

$48K
Net Earnings for Recovery Assistance

Brand Visibility & Community Reach

Rock 4 Recovery 2024 provided sponsors with extensive exposure through high-impact advertising, digital engagement, and a sold-out live event. Strategic promotions amplified sponsor brands across multiple platforms, ensuring visibility to a wide and engaged audience.

4MIL
Billboard Reach (Lamar Advertising)

76.9K
Social Media Reach

SOLD-OUT
Tickets Sold (100% Capacity)

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.

★ ★ ★ ★ ★ presenting sponsor

$30K

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)

CEO/Owner promo/support video posted on social media

On-stage thank you during the event

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)

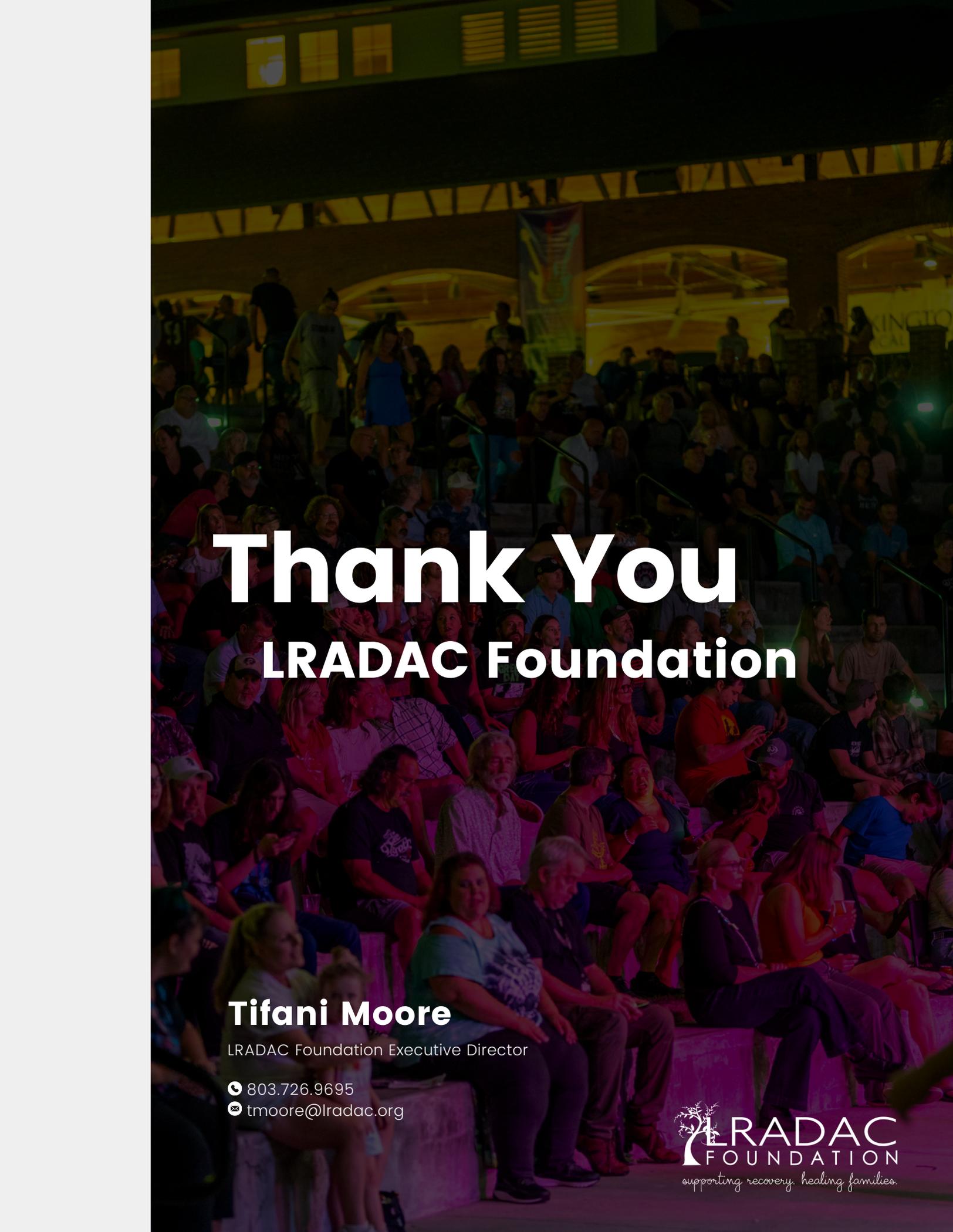CEO/Owner promo/support video posted on social media

On-stage thank you during the event

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	Name	Name	Name	Name
Complimentary R4R Concert tickets	12 Tickets	10 Tickets	9 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	Name	Name	Name	
Mentions on social media (estimated 100,000 impressions)	✔	✔	✔	✔	✔	✔	
On-stage thank you during the event	✔	✔	✔	✔			
Opportunity to distribute corporate giveaway items	✔	✔					

Thank You

LRADAC Foundation

Tifani Moore

LRADAC Foundation Executive Director

📞 803.726.9695
✉ tmoore@lradac.org