

7th Annual

Recovery Music Event

# Rock 4 Recovery Sponsorship Proposal



Icehouse Amphitheater  
107 W Main Street.  
Lexington, SC 29072



# What We Do

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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.

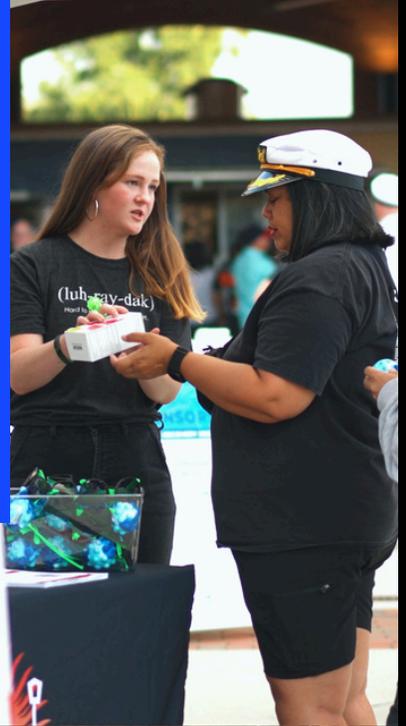
LRADAC Foundation helps provide recovery assistance for uninsured patients or those facing financial hardships – helping pay for assessments, treatment and other recovery programs.



## 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.

Because of our donors' generous support, individuals and families who are uninsured or experiencing financial hardship can apply for financial assistance for assessments, treatment, and other programs.

# event details

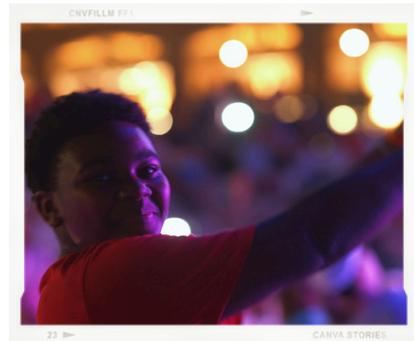
## why past sponsors gave



brand visibility provides  
generation of leads



return on investment with  
donation to 501c3



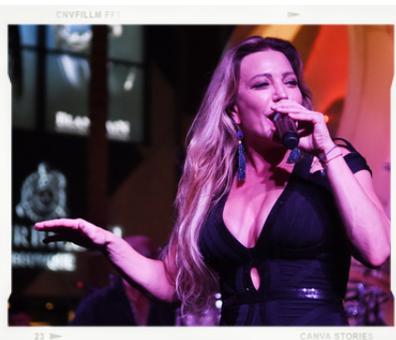
stand out among competitors  
as a business that invests in  
our community

## past performers



2021

Edwin McCain



2023

Taylor Dayne



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.



# 2025 Impact Report

## Sponsorship Impact & Giving Back

Sponsorships empower recovery—funding treatment and prevention programs that make lasting change in our community. The success of this concert and your support provide essential resources for individuals on their journey to recovery, reinforcing the life-changing impact of community and corporate partnership.

**\$84K**

Rock 4 Recovery Sponsorships

**\$44K**

Net Earnings for Recovery Assistance

## Brand Visibility & Community Reach

Rock 4 Recovery 2025 provided sponsors with extensive exposure through high-impact advertising, digital engagement, and a live event. Strategic promotions amplified sponsor brands across multiple platforms, ensuring visibility to a wide and engaged audience.

**1.5MIL**

Billboard/Radio Reach  
(Lamar Advertising and IHeart Media)

**289K**

Social Media Reach

**604**

Tickets Sold/Comped

# 2026 Sponsorship Levels

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 \$35K

18 Complimentary Tickets

Logo recognition on Rock 4 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

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 **\$25K** sponsor

16 Complimentary Tickets

Logo recognition on Rock 4 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

<b>SPONSOR BENEFITS</b>	<b>ROCK STAR \$15K</b>	<b>DIAMOND \$10K</b>	<b>MULTI-PLATINUM \$5K</b>	<b>PLATINUM \$2.5K</b>	<b>GOLD \$1K</b>	<b>SILVER \$500</b>
Recognition on Rock 4 Recovery webpage	Logo	Logo	Logo	Name	Name	Name
Complimentary R4R Concert tickets	14 Tickets	12 Tickets	10 Tickets	8 Tickets	6 Tickets	4 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

**Kim Koelsch**

LRADAC Foundation  
Executive Director

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 **LRADAC**  
FOUNDATION  
*supporting recovery. healing families.*