

Benefiting
HURRICANE HARVEY RELIEF

SPONSORSHIP OPPORTUNITIES

ROCKTHEREDKETTLEATX.ORG



KOKEFM
AND
THE HORN
PRESENT



ROCK
— the —

RED KETTLE



**CONCERT
& GOLF
TOURNAMENT
NOVEMBER 12-13, 2017**



Now benefiting

HURRICANE HARVEY RELIEF EFFORTS

The 2017 Hurricane Season has been a hurricane season like no other. In August, Hurricane Harvey brought widespread devastation to Texas, triggering one of the largest disaster relief operations in The Salvation Army's history. Within days, all Salvation Army disaster teams from the United States and Canada had been deployed to provide meals, hydration, shelter, supplies, and emotional and spiritual care to survivors and relief workers in Texas.

As of September 10, The Salvation Army has:

- + deployed 93 mobile feeding units and two field kitchens to Texas and is serving in 26 counties across the region.
- + served 380,880 meals plus snacks and drinks
- + sheltered 2,750 evacuees statewide in response to Hurricane Harvey

These numbers are growing rapidly by the day.

Even after initial disaster response efforts are over, The Salvation Army will remain in communities impacted by this terrible storm, supporting long-term disaster recovery efforts and providing ongoing assistance to those in need. We are committed to serving the needs of those impacted as long as it takes to rebuild and recover.

The Salvation Army meets human needs wherever they are found. This year, 100% of the proceeds from Rock the Red Kettle ATX will be used to support Harvey relief efforts in Texas. Funds may be used to provide shelter, food and hydration to survivors, cleaning supplies and other essential commodities, direct financial aid to those affected, or to support disaster relief workers serving in the area. Your support makes a difference. Please join us in *Doing The Most Good*.

Concert hosted by KOKE FM

*Featuring Cory Morrow, Kevin Fowler, Roger Creager,
Drew Womack and Walt & Tina Wilkins*

NOVEMBER 12

LifeAustin Amphitheatre

Golf Tournament presented by The Horn

*Hosted by Joe Ogilvie
Celebrity Guest Players*

NOVEMBER 13

Barton Creek Country Club



DOUBLE EAGLE – \$35,000 (1 AVAILABLE)

- ♦ Golf tournament Presenting Sponsor
- ♦ Two teams of 4 players plus celebrities, with team photo
- ♦ Prominent name recognition at golf tournament
- ♦ Name recognition on all golf carts
- ♦ First pick of celebrity golfers
- ♦ Eight hotel rooms at Omni Barton Creek on Sunday, November 12, 2017
- ♦ Awards luncheon for golfers and guests post tournament
- ♦ Golf awards ceremony guest speaker opportunity
- ♦ Two 8-top tables on floor at concert, including dinner, live auction and concert
- ♦ 10 additional preferred concert seats, including dinner, live auction and concert
- ♦ VIP Meet & Greet at concert for 16 people
- ♦ Your logo displayed on LED wall on stage during concert
- ♦ Prominent name recognition on event invitation, in printed program at concert, and on event website*
- ♦ Recognition from concert stage a minimum of two times
- ♦ One commemorative guitar signed by the artists
- ♦ Invitation for 8 to VIP Pickin' Party at hotel after concert
- ♦ Salvation Army Red Kettle Campaign Season Sponsor
- ♦ Salvation Army Angel Tree Christmas Cheer Center Sponsor
- ♦ Salvation Army Austin Online Angel Tree Sponsor
- ♦ Recognition on The Salvation Army Austin Facebook, Twitter and Instagram pages
- ♦ Ten 60 second commercials on KOKE FM to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$1,000.00
- ♦ Ten 60 second commercials on The Horn to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$1,000.00
- ♦ Ten 60 second commercials on The Bat to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$500.00
- ♦ FREE Parking at concert

ACE – \$20,000 (1 AVAILABLE)

- ♦ Two teams of 4 players plus celebrities, with team photo
- ♦ Prominent name recognition at golf tournament
- ♦ Breakfast Sponsor
- ♦ Breakfast guest speaker opportunity
- ♦ Company Hole Sponsorship
- ♦ Eight hotel rooms at Omni Barton Creek on Sunday, November 12, 2017
- ♦ Awards luncheon for golfers and guests post tournament
- ♦ One 8-top table on floor at concert, including dinner, live auction and concert
- ♦ VIP Meet & Greet at concert for 8 people
- ♦ Company name displayed at concert
- ♦ Name recognition on event invitation, in printed program at concert, and on event website*
- ♦ Invitation for 8 to VIP Pickin' Party at hotel after concert
- ♦ Salvation Army Red Kettle Campaign Season Sponsor
- ♦ Recognition on The Salvation Army Austin Facebook and Twitter pages
- ♦ Ten 60 second commercials on KOKE FM to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$1,000.00
- ♦ Ten 60 second commercials on The Horn to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$1,000.00
- ♦ Ten 60 second commercials on The Bat to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$500.00
- ♦ FREE Parking at concert

EAGLE – \$15,000 (2 AVAILABLE)

- ♦ One team of 4 players plus celebrity, with team photo
- ♦ Prominent name recognition at golf tournament
- ♦ On-course event sponsor (Sing for Your Swing or Million Dollar Shoot-out)
- ♦ Company Hole Sponsorship
- ♦ Four hotel rooms at Omni Barton Creek on Sunday, November 12, 2017
- ♦ Awards luncheon for golfers and guests post tournament
- ♦ One 8-top table on floor at concert, including dinner, live auction and concert
- ♦ VIP Meet & Greet at concert for 8 people
- ♦ Company name displayed at concert
- ♦ Name recognition on event invitation, in printed program at concert, and on event website*
- ♦ Invitation for 4 to VIP Pickin' Party at hotel after concert
- ♦ Salvation Army Red Kettle Campaign Two Week Sponsor
- ♦ Recognition on The Salvation Army Austin Facebook and Twitter pages
- ♦ FREE Parking at concert

BIRDIE – \$10,000

- ♦ One team of 4 players plus celebrity, with team photo
- ♦ Prominent name recognition at golf tournament
- ♦ Company Hole Sponsorship
- ♦ Four hotel rooms at Omni Barton Creek on Sunday, November 12, 2017
- ♦ Awards luncheon for golfers and guests post tournament
- ♦ 8 preferred seats in first four rows of concert, including dinner, live auction and concert
- ♦ Company name displayed at concert
- ♦ Name recognition on event invitation, in printed program at concert, and on event website
- ♦ Invitation for 4 to VIP Pickin' Party party at hotel after concert
- ♦ Salvation Army Red Kettle Campaign One Week Sponsor
- ♦ Recognition on The Salvation Army Austin Facebook and Twitter pages
- ♦ FREE Parking at concert

PAR – \$5,000

- ♦ One team of 4 players plus celebrity, with team photo
- ♦ Name recognition at golf tournament
- ♦ Awards luncheon for golfers and guests post tournament
- ♦ 8 concert seats, including dinner, live auction and concert
- ♦ Salvation Army Red Kettle Campaign One Week Sponsor
- ♦ FREE Parking at concert

SINGLE ENTRY – \$1,500 (LIMITED AVAILABILITY)

- ♦ Single player entry to tournament, with team photo
- ♦ Awards luncheon for golfer and guest post tournament
- ♦ 2 concert tickets
- ♦ FREE Parking at concert

HOLE SPONSOR – \$1,000

- ♦ Hole sponsor recognition at a hole on the golf course
- ♦ Opportunity to provide company promotional items, give-aways or contest at sponsored hole
- ♦ 4 concert tickets
- ♦ FREE Parking at concert



DOING THE
MOST GOOD™



CONCERT SPONSORSHIP OPPORTUNITIES

ROCK STAR – \$20,000 (ONE AVAILABLE)

- Rock the Red Kettle ATX Concert Title Sponsor
- Three 8-top tables on floor, in front of stage, including dinner, live auction and concert
- 20 additional preferred seats, including dinner, live auction and concert
- VIP Meet & Greet for 24 people
- Your logo displayed on LED wall on stage during the main headlining act
- Prominent name recognition on event invitation, in printed program at concert, and on event website*
- Recognition from stage a minimum of three times
- Three commemorative guitars signed by the artists
- Invitation for 8 to VIP Pickin' Party at hotel after concert
- Salvation Army Red Kettle Campaign Season Sponsor
- Salvation Army Austin Online Angel Tree Sponsor
- Salvation Army Angel Tree Christmas Cheer Center Sponsor
- Recognition on The Salvation Army Austin Facebook, Twitter and Instagram pages
- Twenty 60 second commercials on KOKE FM to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. *Value \$2,000.00*
- Twenty 60 second commercials on The Horn to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. *Value \$2,000.00*
- Twenty 60 second commercials on The Bat to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. *Value \$1,000.00*
- Website exposure/calendar of events on KOKE FM, The Horn, and The Bat Radio stations for 60 days. *Value \$3,000.00*
- Mentions on KOKE FM Facebook page. *Value \$500.00*
- FREE Parking at concert

OPENING ACT – \$10,000 (ONE AVAILABLE)

- One 8-top table on floor, in front of stage, including dinner, live auction and concert
- 10 additional preferred seats, including dinner, live auction and concert
- VIP Meet & Greet for 8 people
- Your logo displayed on LED wall on stage during support acts
- Prominent name recognition on event invitation, in printed program at concert, and on event website*
- Recognition from stage a minimum of two times
- Two commemorative guitars signed by the artists
- Invitation for 4 to VIP Pickin' Party at hotel after concert
- Salvation Army Red Kettle Campaign Season Sponsor
- Salvation Army Austin Online Red Kettle Sponsor
- Salvation Army Angel Tree Christmas Cheer Center Sponsor
- Recognition on The Salvation Army Austin Facebook and Twitter pages
- Fifteen 60 second commercials on KOKE FM to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. *Value \$1,500.00*
- Fifteen 60 second commercials on The Horn to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. *Value \$1,500.00*
- Fifteen 60 second commercials on The Bat to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. *Value \$750.00*
- Mentions on KOKE FM Facebook page. *Value \$500.00*
- FREE Parking at concert

BACK UP SINGER – \$7,500 (TWO AVAILABLE)

- Seating for 8 on stage, including dinner, live auction and concert
- VIP Meet & Greet for 8 people
- Company name displayed at concert
- Name recognition on event invitation, in printed program at concert, and on event website*
- One commemorative guitar signed by the artists
- Invitation for 4 to VIP Pickin' Party at hotel after concert
- Salvation Army Red Kettle Campaign Two Week Sponsor
- Recognition on The Salvation Army Austin Facebook and Twitter pages
- Ten 60 second commercials on KOKE FM to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$1,000.00
- Ten 60 second commercials on The Horn to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$1,000.00
- Ten 60 second commercials on The Bar to air 5:30am to 7:30pm, December 25, 2017 - January 31, 2018, pending availability. Value \$500.00
- FREE Parking at concert

BAND MEMBER – \$5,000 (TWELVE AVAILABLE)

- One 8-top table on floor, in front of stage, including dinner, live auction and concert
- VIP Meet & Greet for 8 people
- Company name displayed at concert
- Name recognition on event invitation, in printed program at concert, and on event website*
- Salvation Army Red Kettle Campaign Two Week Sponsor
- Recognition on The Salvation Army Austin Facebook and Twitter pages
- FREE Parking at concert

FAN – \$1,000 (48 AVAILABLE)

- 4 preferred seats in the first four rows of concert seating, including dinner, live auction and concert
- Company name displayed at concert
- Name recognition on event invitation, in printed program at concert, and on event website*
- Salvation Army Red Kettle Campaign One Week Sponsor
- Recognition on The Salvation Army Austin Facebook and Twitter pages
- FREE Parking at concert

SOLOIST – \$45

- One general admission ticket to concert
- FREE Parking at concert

COMMEMORATIVE GUITAR – \$500

- Limited edition Rock the Red Kettle ATX guitar signed by the 2017 artists

* Full payment must be received by August 25, 2017 to be listed on invitation, and by October 20, 2017 for recognition in the program.

• **Inclement weather plan:** The concert will go on, rain or shine. In case of severe weather, the concert will move inside. Floor seating at 8-tops will not be available should this occur.



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SPONSORSHIP AGREEMENT

ROCK THE RED KETTLE ATX · 2017

- I/We will sponsor at this level (see Sponsorship Opportunities) _____
- I/We are unable to attend this year but enclosed is a donation of \$ _____
- I/We would like to make an honorarium or memorial in the amount of \$ _____

Please check one: In honor of or In memory of _____

Please send acknowledgment to: _____
(Name) (Address)

Company: _____

Name: _____ Phone: _____ Email: _____

Address: _____ City: _____ Zip: _____

Name as you wish it to appear on programs and other recognition: _____

I/We wish to remain anonymous

Your reservation is secured with payment: Check Enclosed Credit Card information below

Payment Options: Amount: \$ _____ Check Visa MC AMEX

Name on card: _____

Card Number: _____ Exp. Date: _____

Address: _____ City: _____ Zip: _____

Signature: _____ Date: _____ CVV: _____

Helpful Information: Full payment must be received by August 25, 2017 to be listed on invitation, and by October 20, 2017 to ensure recognition in the program. No tickets will be mailed. Payment confirms sponsorship. Please make checks payable to The Salvation Army. To facilitate check-in, please provide your confirmed guest list by Monday, October 30, 2017 to AustinDevelopment@uss.salvationarmy.org.

Return to: The Salvation Army, RRK Sponsorship, 10711 Burnet Rd, Suite 231, Austin, TX 78758 OR scan and email to AustinDevelopment@uss.salvationarmy.org. For more information, call Cat Mattingly at (512) 634-5943.