



CANCER CARING CENTER

SECOND ANNUAL  
PITTSBURGH ROCK 'N ROLL LEGENDS AWARDS

*"Rock 'n Rolling Over Cancer"*  
Hard Rock Café, Station Square  
Thursday, APRIL 23, 2015

**Sponsorship Opportunities**

**"PLATINUM RECORD" TITLE SPONSOR (one available) \$15,000 SOLD TO UPMC/UPMC HEALTH PLAN**

- Ownership of the event. Your company logo or name included on:
  - Invitations
  - Press releases and all event communications and marketing
  - Hard Rock Café email blast to its mailing list (7,000)
- Verbal recognition from the stage at the event and an opportunity for a company rep to welcome guests
- 10 VIP Cocktail Party tickets with reserved seating
- 10 General Admission tickets
- Video screen recognition on event night
- Signage on event night
- Opportunity to provide attendees with logo'd item from your company
- Opportunity to use sponsorship statement in internal and external marketing/advertising 60 days prior and 30 days post event such as "Company is a proud sponsor of the Cancer Caring Center and its 27<sup>th</sup> Anniversary..."
- Invitation to the press event at the Hard Rock Café announcing the 2015 Legends winners

**"GOLD RECORD" PRESENTING SPONSOR (one available) \$8,000**

- Verbal recognition from the stage at the event and an opportunity for a company rep to introduce a performer
- Inclusion in press releases and all event communications and marketing
  - Your company logo or name included on:
    - Invitations
    - Press releases and all event communications and marketing
    - Hard Rock Café email blast to its mailing list (7,000)
- 6 VIP Cocktail Party tickets with reserved seating
- 6 General Admission tickets
- Video screen recognition on event night
- Signage on event night
- Opportunity to use sponsorship statement in internal and external marketing/advertising 60 days prior and 30 days post event such as "Company is a proud sponsor of the Cancer Caring Center and its 27<sup>th</sup> Anniversary..."
- Invitation to the press event at the Hard Rock Café announcing the 2015 Legends winners

**"ROCKER" SPONSOR (one available) \$7,000**

- Company Logo on electronic auction bidding site, viewed throughout the night by guests
- Your logo prominently displayed in conjunction with the online auction of items prior to the event, with a live link to your web site
- 6 VIP Cocktail Party tickets with reserved seating
- Video screen recognition on event night
- Signage on event night
- Verbal recognition from stage on event night
- Invitation to the press event at the Hard Rock Café announcing the 2015 Legends winners

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**2015 PITTSBURGH ROCK 'N ROLL LEGENDS AWARDS**  
**Sponsorship Opportunities**

**“NOMINATIONS” SPONSOR (one available) \$5,000**

- Host the general public online voting portal for the Legends Awards on your company’s home page, to be promoted through all Legends communications outreach, driving traffic to your web site for the duration of voting – approximately 3 to 4 weeks.
- 4 VIP Cocktail Party tickets with reserved seating
- Video screen recognition on event night
- Signage on event night
- Verbal recognition from the stage on event night
- Invitation to the press event at the Hard Rock Café announcing the 2015 Legends winners

**“PROMOTER” SILVER SPONSOR (limited number available) \$5,000**

- 4 VIP Cocktail Party tickets with reserved seating
- Video screen recognition on event night
- Signage on event night
- Verbal recognition from the stage on event night
- Invitation to the press event at the Hard Rock Café announcing the 2015 Legends winners

**“FAN CLUB” BRONZE SPONSORSHIP (limited number available) \$2,000**

- 2 VIP Cocktail Party tickets with reserved seating
- Video screen recognition on event night
- Signage on event night
- Verbal recognition from the stage on event night
- Invitation to the press event at the Hard Rock Café announcing the 2015 Legends winners

**ALL sponsors will be acknowledged on the Pittsburgh Rock 'N Roll Legends Facebook and Twitter pages, and Cancer Caring Center’s web site, Facebook and Twitter pages and the “Live Well With Cancer” newsletter (8,000 mailing list).**

**We hope you’ll join us for this “rocking” fun evening!**



**PITTSBURGH ROCK 'N ROLL LEGENDS AWARDS**  
***"Rock 'n Rolling Over Cancer"***  
**Thursday, April 23, 2015, Hard Rock Cafe, Station Square**

**SPONSORSHIP PARTICIPATION FORM**

The Pittsburgh Rock 'N Roll Legends Awards will honor the tremendously talented individuals and organizations that have contributed to the rich history of rock and roll music in Pittsburgh. This event will feature special VIPs, musical guests and performances, cocktails, hors d'oeuvres, a silent auction with autographed music memorabilia and more.

All proceeds benefit the Cancer Caring Center's free support services to area cancer patients and families. For more information about the event including ticket and sponsorship details, please call the Center at 412-622-1212.

I/We would like to purchase:

_____ "Gold Record" Presenting Sponsor (one available)	\$8,000
_____ "Rocker" Sponsor (one available)	\$7,000
_____ "Nominations" Sponsor (one available)	\$5,000
_____ "Promoter" Silver Sponsor (limited number available)	\$5,000
_____ "Fan Club" Bronze Sponsorship (limited number available)	\$2,000

**PAYMENT:** \_\_\_\_\_ Check enclosed      \_\_\_\_\_ Please send an invoice

\_\_\_\_\_ Credit Card # (**Service Fee Applicable**) \_\_\_\_\_ Expiration & CSV: \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

For **27 years**, the Cancer Caring Center has provided **FREE** emotional support to over 73,000 **area** cancer patients, their families and friends. Services include: support groups at **18** community locations, professional counseling, Reiki, art therapy, a Food Bank in cooperation with the Greater Pittsburgh Community Food Bank, a telephone helpline, "Live Well with Cancer" newsletters, speakers and much more. For children, we offer Pet Therapy at Animal Friends and support groups.

For more information, please call (412) 622-1212 or email [info@cancercaring.org](mailto:info@cancercaring.org)

***DON'T CONFRONT CANCER ALONE!***

**The Center is a local agency with no national office;  
all funds raised here stay here to benefit area residents.**

**Follow us on Twitter: [twitter.com/cancercaring](https://twitter.com/cancercaring)  
Find us on Facebook!**