



Rock The House

September 12, 2009  
Foxglenn Park

Music is an outburst of the soul.  
2009 Frederick Delius  
FLAGSTAFF, AZ

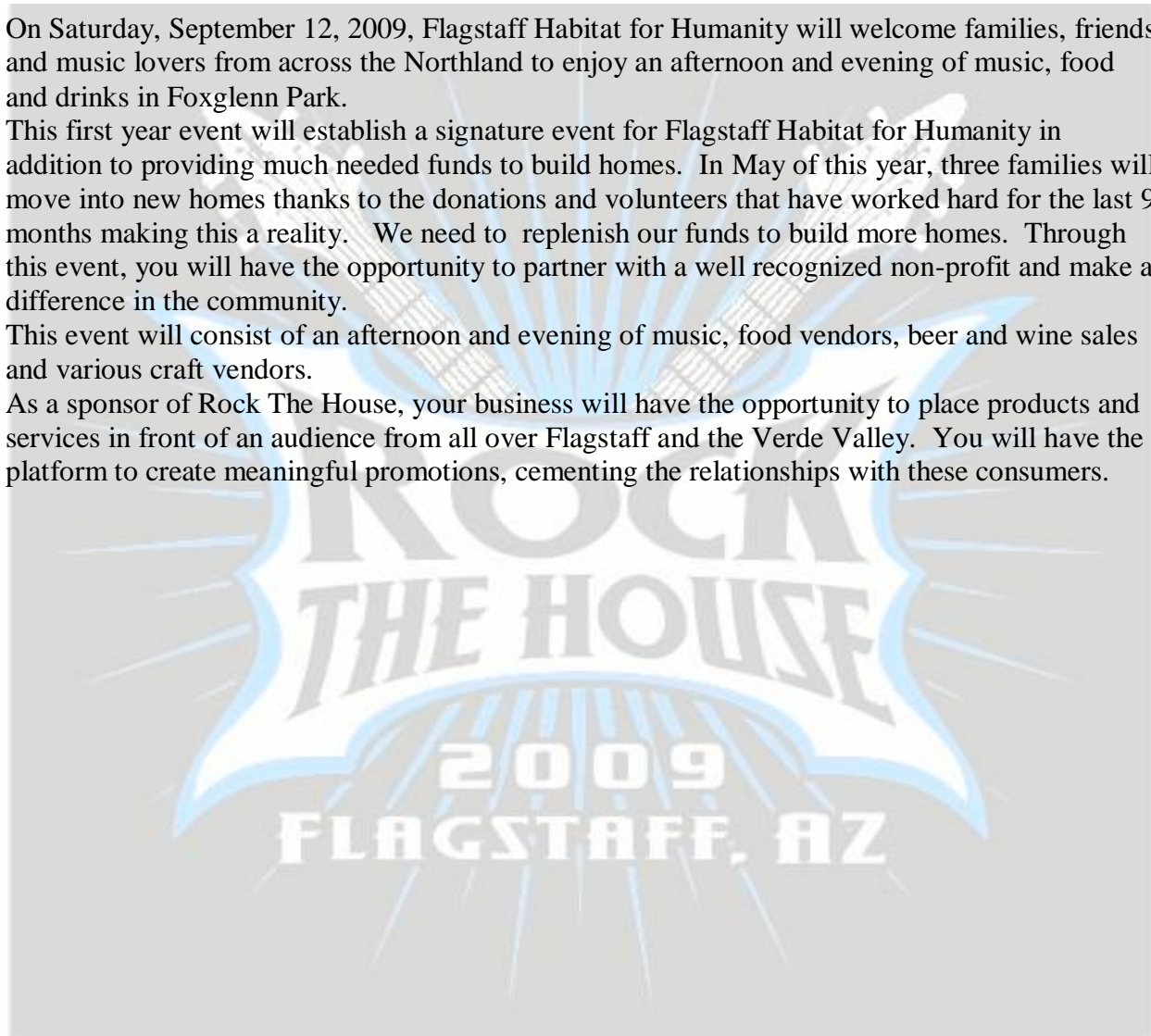
## **OVERVIEW**

On Saturday, September 12, 2009, Flagstaff Habitat for Humanity will welcome families, friends and music lovers from across the Northland to enjoy an afternoon and evening of music, food and drinks in Foxglenn Park.

This first year event will establish a signature event for Flagstaff Habitat for Humanity in addition to providing much needed funds to build homes. In May of this year, three families will move into new homes thanks to the donations and volunteers that have worked hard for the last 9 months making this a reality. We need to replenish our funds to build more homes. Through this event, you will have the opportunity to partner with a well recognized non-profit and make a difference in the community.

This event will consist of an afternoon and evening of music, food vendors, beer and wine sales and various craft vendors.

As a sponsor of Rock The House, your business will have the opportunity to place products and services in front of an audience from all over Flagstaff and the Verde Valley. You will have the platform to create meaningful promotions, cementing the relationships with these consumers.



## Event Details

**Date & Time:** Saturday, September 12, 2009, 11:00 am – 8:00 pm

**Location:** Foxglenn Park  
4200 East Butler Avenue  
Flagstaff, AZ 86004

**Attendees:** We are targeting 3,000 attendees at the concert.

**Target Demographics:** Our primary demographic target is families, College students, and everyone in Northern Arizona!


**Band Lineup:**

- 12:00 Buzzard Brothers
- 1:00 Sweet Nasty
- 2:00 South of Somewhere
- 3:10 Telescope
- 4:30 Morning Light
- 6:00 Thriving Ivory

**Cost:** Adults \$20, children 12 and under FREE!

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## **MEDIA SUPPORT**

- 
- Print -** Arizona Daily Sun  
Flagstaff Live  
The Noise  
NAU Lumberjack  
New Times  
Arizona Republic  
East Valley Tribune  
Chamber Newsletter insert – August Addition  
Posters distributed downtown and on campus  
Flyers distributed throughout Flagstaff and other Restore locations in Arizona
- Radio -** KMGN – 4 weeks before event  
The Eagle – 4 weeks before event  
KJACK – 4 weeks before event  
Yavapai Broadcasting – Verde Valley – 4 weeks before event
- TV -** Commercial running for 4 weeks on NPG cable
- Internet -** Rock the House website  
Event pages on Myspace, LinkedIn, Facebook and Craigslist  
Email campaigns through Twitter, Myspace, LinkedIn and Facebook  
Blogging about the progress of the event  
Event posted on multiple online calendars

## Sponsorship Packages

	Foundation \$5,000	Roof \$2,500	Walls \$1,500	Windows \$1,000	Doors \$500
Logos on Event T-shirts	X				
Logos on Event Banners	X				
Logos on Tickets – only good until 7-1-2009	X				
Recognition on all Press Releases	X				
Logos in Print Advertsing	X	X			
Mention in Radio Spots	X	X			
Logos on all TV spots	X	X			
Parking Passes near event	5	3			
Logos on all Posters	X	X	X		
Recognition from Stage	X	X	X		
Logos on Flyers	X	X	X		
Promotional Crossovers	X	X	X		
Link from Habitat Website to company website	X	X	X	X	
Logo on Habitat Website	X	X	X	X	
Mention on Web Marketing Sites	X	X	X	X	
10 X 10 Booth for displaying services/merchandise	X	X	X	X	X
Banners at Event	X	X	X	X	X
Recognition in Flagstaff Habitat ReStore	X	X	X	X	X
Tickets to event	15	10	4	2	0

# 2009 Rock The House

September 12<sup>th</sup>

## Letter of Commitment

Our Company/Organization does commit to participation in the 2009 Flagstaff Habitat for Humanity Rock The House at the following level:

- \_\_\_\_\_ \$5,000 Sponsorship – 2 Available
- \_\_\_\_\_ \$2,500 Sponsorship – 4 Available
- \_\_\_\_\_ \$1,500 Sponsorship
- \_\_\_\_\_ \$1,000 Sponsorship
- \_\_\_\_\_ \$ 500 Sponsorship

**Please submit this Letter of Commitment AS SOON AS POSSIBLE. Invoices will be sent out upon receipt.**

Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Fax Number \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Authorizing Signature: \_\_\_\_\_

Please submit payment by July 1, 2009 to:

Peak Events LLC  
Attention Rock The House  
3616 E. Foxlair Dr.  
Flagstaff, AZ 86004  
Or Fax to: (928) 526-9540

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