STRIVE Rocks is a weekend-long event offering exposure of your brand to a broad audience of Greater Portland families and young adults. During STRIVE Rocks, Cross Insurance Arena is filled with music, inflatable bounce houses and games, interactive activities, main stage performances by local artists, and more. STRIVE Rocks is divided into 2 back-to-back sessions:

**STRIVE Rocks All Day** - A family festival that every community member can drop in and enjoy.

**STRIVE Rocks All Night** - Held immediately after STRIVE Rocks All Day, this event is Maine’s only overnight dance marathon and an opportunity for young adults of all ability levels to socialize together. Attendees (primarily high school and college students) collect pledge dollars in advance and stay on their feet for 12 hours in support of STRIVE.

**WHY STRIVE ROCKS?**

- **STRIVE Rocks raises more funds for STRIVE programs than any other initiative.**
  - Net Proceeds were $100,000 in 2018 and $102,000 in 2019.
  - Our 2020 goal is $103,000.

- **STRIVE Rocks cultivates community relationships for STRIVE’s members,** building relationships and opportunities for 950+ young adults with developmental or cognitive disabilities who participate in STRIVE programs.

- **STRIVE Rocks raises awareness of STRIVE and its partners.**
  - A STRIVE Rocks sponsorship is an investment in STRIVE Rocks, and a demonstration of support for STRIVE’s mission and programs.
  - STRIVE aims to be a reciprocal partner, providing levels of branding opportunities detailed in the following pages. This includes:
    - Exposure of STRIVE and STRIVE Rocks sponsors begins in January through public presentations, TV advertisements, and radio spots.
    - Experiential marketing that directly impacts **over 1,000 event attendees** representing Greater Portland schools, businesses, and civic organizations.

“We hope you consider ROCKING with us as a 2020 Partner! STRIVE ROCKS!”

- STRIVE Rocks Planning Committee (comprised of STRIVE members, alum, & volunteers)

www.striverocks.org
STRIVE is a nonprofit organization in South Portland, Maine that annually serves over 1000 tweens, teens, and young adults with developmental disabilities. Founded in 1999, STRIVE opened its doors to teens and young adults with developmental disabilities as a place to socialize with peers on Friday nights.

Today, STRIVE consists of 11 social, educational, employment, and post-secondary programs:

- STRIVE U
- STRIVE Bayside
- TOPS
- Tweens
- STRIVE Night
- Next STEP
- Wednesday Night Educational Series
- Camp STRIVE
- After School
- In-Home Supports
- STRIVE WorldWIDE

www.striverocks.org
STRIVE ROCKS SPONSORSHIP OPPORTUNITIES

Title Sponsorship—$5,000
One Opportunity Available

- Company name included in title of event—"STRIVE Rocks 2020 Sponsored By…"
- Company mentioned during all STRIVE Rocks Promotions, including but not limited to:
  - Staff speaking engagements at a minimum of 25 area high schools, colleges, and middle schools*
  - Staff speaking engagements on local radio and television shows—as many as possible*
  - Event advertisements on WGME 13—logo included *
  - Event advertisements on local radio station (Portland Radio Group in 2019) *
- Company logo to be most prominently placed on all print materials including Pledge Envelopes (2,500), Dancer Registration Packets (2,500), Event Posters (1,500).*
- Company logo included in digital and print agency newsletters with readership of 5000+. Includes 14 weekly digital editions and one monthly print edition if sponsorship is committed by 02/01/2020 and 12 weekly digital editions if committed after 02/14/2020.
- Company logo to be most prominently placed on event website (STRIVERocks.org) and nonprofit’s website (PSLSTRIVE.org)
- Ongoing company cobranding and engagement on both event-specific and nonprofit social media accounts from date that sponsorship is committed through post-event announcements (Facebook, Twitter, Instagram)
- Opportunity to be highlighted at The Maine Mall during Preview Week (April Vacation Week 2020), including banner, handouts, presence, social media promotion, etc.
- Company logo to be most prominently placed on event t-shirts (1,500)*
- Company banner(s) to be most prominently placed at event
- Opportunity to have the most prominently placed exhibition space at STRIVE Rocks All Day and/or STRIVE Rocks All Night. Options include but are not limited to: demonstration activities, display, etc to be agreed upon by Sponsor and STRIVE.
- Opportunity for organization’s representative to deliver a welcome address or closing ceremony address
- Opportunity to place organization’s collateral (product samples, publications, etc) in event swag bags

* Sponsorship benefits related to asterisked items may be subject to vendor-imposed deadlines.

www.striverocks.org
**Presenting Sponsorship—$2,500**

*2 of 3 Opportunities Available*

- Company mentioned during STRIVE Rocks Promotions including but not limited to:
  - Staff speaking engagements at a minimum of 25 area high schools, colleges, and middle schools*
  - Staff speaking engagements on local radio and television shows—as many as possible
  - Event advertisements on WGME 13—logo included*
- Company logo prominently placed on all print materials including Pledge Envelopes (2,500), Dancer Registration Packets (2,500), Event Posters (1,500)*
- Company logo included in digital and print agency newsletters with readership of 4,500. Includes 14 weekly digital editions and one monthly print edition if sponsorship is committed by 02/01/2020, and 12 weekly digital editions if committed after 02/14/2020*.
- Company logo prominently placed on event website STRIVERocks.org & nonprofit’s website PSLSTRIVE.org.
- Multiple cobranded posts on both event-specific and nonprofit social media accounts (Facebook, Twitter, Instagram)
- Opportunity to be highlighted at The Maine Mall during Preview Week (April Vacation Week 2020).
- Company logo prominently placed on event t-shirts (1,500)*
- Opportunity to have up to 3 company banners placed throughout event space.
- Opportunity to have prominently placed exhibition space at STRIVE Rocks All Day and/or STRIVE Rocks All Night. Options include but are not limited to: demonstration activities, display, etc to be agreed upon by Sponsor and STRIVE.
- Opportunity to place organization’s collateral (product samples, publications, etc) in event swag bags
- Other opportunities created in partnership with business and STRIVE.

**Gold Level Sponsorship—$1,000**

*4 of 5 Opportunities Available*

- Company logo included on materials distributed during staff speaking engagements at a minimum of 25 area high schools, colleges, and middle schools*
- Company logo to be placed on all print materials including Pledge Envelopes (2,500), Dancer Registration Packets (2,500), Event Posters (1,500).*
- Company logo placed on event website STRIVERocks.org & nonprofit’s website PSLSTRIVE.org.
- At least 4 company cobranded posts on both event-specific and nonprofit social media accounts (Facebook, Twitter, Instagram)
- Company logo to be placed on event t-shirts (1,500)*
- Opportunity to have up to 2 company banners placed at event.
- Opportunity to have exhibition space at STRIVE Rocks All Day and/or STRIVE Rocks All Night.
- Opportunity to place organization’s collateral (product samples, publications, etc) in event swag bags
- Other opportunities created in partnership with business and STRIVE.

**Silver Level Sponsorship—$500**

*8 of 10 Opportunities Available*

- Company logo placed on all print materials including Pledge Envelopes (2,500), Dancer Registration Packets (2,500), Event Posters (1,500).*
- Company logo to be placed on event website
- Company logo to be placed on event t-shirts (1,500)*
- Opportunity to have company banner placed at event.
- Opportunity to table at STRIVE Rocks All Day and/or STRIVE Rocks All Night.
- Opportunity to place collateral in event swag bags
- Other opportunities created in partnership with business and STRIVE.

*Sponsorship benefits related to asterisked items may be subject to vendor-imposed deadlines.*
In Kind Partners

20 Opportunities Available for Donations of “STRIVE Rocks All Night Top Fundraiser” Prizes

$100+ valued Gift Cards, Items & Experiences Attractive to High School or College Demographic

Limitless Opportunities Available for Donations of Smaller Value Prizes

Items used for STRIVE Rocks All Day games, and STRIVE Rocks All Night activities.

Limitless Opportunities Available for Donations of Goods and Services that enhance attendee experiences

Food, Performances, Attractions—the sky is the limit! STRIVE Rocks is a great opportunity to get in front of a captive audience of families during STRIVE Rocks All Day, and young adults during STRIVE Rocks All Night. STRIVE is pleased to talk with you about tailoring a mutually beneficial opportunity!

In-Kind Partner Recognition for donations of goods/services valued at $100 or more

- Company logo to be placed on event website
- Opportunity to place collateral in event swag bags
- Donations of goods and services that engage attendees (gift cards or items used as prizes for top fundraisers, food, face painting, attractions, performances, etc) may be included in digital promotions and speaking engagements leading up to the event with the permission of In Kind Partner.
- Other opportunities created in partnership with business and STRIVE.

In-Kind Partner Recognition for donations of goods/services valued at $500 or more

- Company logo to be placed on event website
- Company logo to be placed on 2,500 pledge envelopes and dancer registration packets*.
- Company logo to be placed on event t-shirts*
- Opportunity to place collateral in event swag bags
- Prizes for top fundraisers, and donation of goods and services that engage attendees (food, face painting, attractions, performances, etc) may be included in digital promotions and speaking engagements leading up to the event with the permission of In Kind Partner.
- Other opportunities created in partnership with business and STRIVE.

* Sponsorship benefits related to asterisked items may be subject to vendor-imposed deadlines.
Sponsorship Information Sheet

STRIVERocks2020

Sponsor Information Form

Company Name: ____________________________________________________________

Contact: ___________________________  Phone Number: __________________________

Email: ___________________________________________________________  Fax Number: _______________________

Address: ______________________________________________________________________________________

City: _____________________________  State: __________   Zip Code: ________________

Financial Sponsorship Level

☐ Title Sponsor  ●  $5,000  ☐ Silver Sponsor  ●  $500

☐ Presenting Sponsor  ●  $2,500  ☐ Please contact us about an alternative sponsorship level

☐ Gold Level Sponsor  ●  $1,000

☐ Invoice Us  ☐ Visa  ☐ MasterCard  ☐ Discover  ☐ Check

Card Number: ___________________________  Exp. Date: _________  CVV: _______

Name on Card: __________________________________________________________________________________

Authorized Signature: ___________________________________________________________________________

In-Kind Sponsorship Level

☐ Goods/Services valued at $100 or more  ☐ Goods/Services valued at $500 or more

Description of In-Kind Services. Please include logistic needs if items need to be picked up, space needs if services are being provided at event, etc.  _____________________________________________________________

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