



STRIVE ROCKS 2024

May 17th-18th

STRIVE Rocks is an event that our whole community looks forward to and this year is no different. This year's STRIVE Rocks is extra special for a number of reasons; not only will it be our 20th year of holding our all-night dance marathon but, **it will be our first STRIVE Rocks back in person since 2019!** We are so excited to go back to our roots and hold STRIVE Rocks 2024 not only in-person but also in a comfortable and safe setting— our STRIVE building on Foden Road.

Starting at 8pm on Friday, May 17th and running until 8am on Saturday, May 18th, we'll be back to having everything that is loved about the in-person version -- bands, theme hours, games, prizes, and of course...dancing— **PLUS**, new entertainment interactive activities throughout the night!

WHY STRIVE ROCKS?

- **STRIVE Rocks raises more funds for STRIVE programs than any other initiative.**
 - Net Proceeds were over \$80,000 in both 2022 and 2023. We expect this year's event to be even bigger and better than the past few years!
- **STRIVE Rocks cultivates community relationships for STRIVE's members**, building relationships and opportunities for 1,400+ young adults with intellectual 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 includes public presentations, TV advertisements, and radio spots.
 - Experiential marketing that directly impacts **over 500 event attendees** representing Greater Portland schools, businesses, and civic organizations.

"We hope you consider ROCKING with us as a 2024 Partner! STRIVE ROCKS!"
- STRIVE Rocks Planning Committee (comprised of STRIVE members, alum, & volunteers)



www.striverocks.org



THE IMPACT OF STRIVE ROCKS

STRIVE is a nonprofit organization in South Portland, Maine that annually serves **over 1,400 tweens, teens, and young adults** with intellectual disabilities.

Founded in **1999**, **STRIVE** opened its doors to teens and young adults with intellectual disabilities as a place to socialize with peers on Friday nights.

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

- **STRIVE U**
- **STRIVE Bayside**
- **TOPS**
- **Tweens**
- **STRIVE Night**
- **STRIVE 25**
- **Wednesday Night Educational Series**
- **Camp STRIVE**
- **STRIVE WorldWIDE**



STRIVE ROCKS SPONSORSHIP OPPORTUNITIES

Title Sponsorship—\$5,000

One Opportunity Available

- Company name included in title of event—"STRIVE Rocks 2024 Sponsored By..."
- Company mentioned during all STRIVE Rocks Promotions, including but not limited to:
 - Staff speaking engagements on local radio and television shows—as many as possible*
 - Event advertisements on WGME 13 and Fox23—logo included *
 - Event advertisements on local radio station*
- Company logo included in digital agency newsletters with readership of 5000+.
- Company logo and link to be most prominently placed on event website (STRIVERocks.org) and nonprofit's website (PSLSTRIVE.org)
- Company logo to be most prominently placed on event t-shirts (1,500)*
- Opportunity for organization's representative to deliver a welcome address or closing ceremony address (in-person or virtually)
- Five sponsor mentions on the STRIVECast (PSL/STRIVE's podcast which is shared on all streaming platforms, social media and website) leading up to the event
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Facebook page
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Instagram
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Twitter
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's LinkedIn
- Opportunity to provide 1 minute video for social media sites
- Opportunity to table at swag pick up and place collateral (product samples, publications, etc.) in event swag bag
- Other opportunities created in partnership with business and STRIVE.

Presenting Sponsorship—\$2,500

3 Opportunities Available

- Company mentioned during all STRIVE Rocks Promotions, including but not limited to:
 - Staff speaking engagements on local radio and television shows—as many as possible*
 - Event advertisements on WGME 13 and Fox23—logo included *
 - Event advertisements on local radio station*
- Company logo included in digital agency newsletters with readership of 5000+.
- Company logo and link placed on event website (STRIVERocks.org) and nonprofit's website (PSLSTRIVE.org)
- Company logo placed on event t-shirts (1,500)*
- Three sponsor mentions on the STRIVECast (PSL/STRIVE's podcast which is shared on all streaming platforms, social media and website) leading up to the event
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Facebook page
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Instagram
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Twitter
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's LinkedIn
- Opportunity to provide 30 second video for social media sites
- Opportunity to table at swag pick up and place collateral (product samples, publications, etc.) in event swag bag
- Other opportunities created in partnership with business and STRIVE.



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

STRIVE ROCKS SPONSORSHIP OPPORTUNITIES

Gold Level Sponsorship—\$1,000

5 Opportunities Available

- Company logo included in digital agency newsletters with readership of 5000+.
- Company logo and link placed on event website (STRIVERocks.org) and nonprofit's website (PSLSTRIVE.org)
- Company logo placed on event t-shirts (1,500)*
- Two sponsor mentions on the STRIVECast (PSL/STRIVE's podcast which is shared on all streaming platforms, social media and website) leading up to the event
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Facebook page
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Instagram
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Twitter
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's LinkedIn
- Opportunity to place collateral (product samples, publications, etc.) in event swag bag
- Other opportunities created in partnership with business and STRIVE.

Silver Level Sponsorship—\$500

10 Opportunities Available

- Company logo included in digital agency newsletters with readership of 5000+.
- Company logo and link placed on event website (STRIVERocks.org) and nonprofit's website (PSLSTRIVE.org)
- Company logo placed on event t-shirts (1,500)*
- One sponsor mention on the STRIVECast (PSL/STRIVE's podcast which is shared on all streaming platforms, social media and website) leading up to the event
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Facebook page
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Instagram
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's Twitter
- Sponsorship announced and ongoing cobranding and engagement on STRIVE's LinkedIn
- Opportunity to place collateral (product samples, publications, etc.) in event swag bag
- Other opportunities created in partnership with business and STRIVE.

We truly believe in mutually beneficial partnerships within our community and would love to work with you in some capacity. If you have other thoughts about how you could be involved, please don't hesitate to let us know!



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

STRIVE ROCKS IN-KIND OPPORTUNITIES

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 Night activities and prizes.

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

Performances, individual lead activities, or other forms of entertainment—the sky is the limit! STRIVE Rocks is a great opportunity to get in front of a captive audience 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, 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 (gift cards or items used as prizes for top fundraisers, 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

STRIVE ROCKS 2024 — MAY 17TH-18TH



Sponsor Information

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. _____

Whitney Wildes

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