

Peak Events Presents the Second Annual  
Rock the House

September 11, 2010  
Foxglenn Park

Music is an outburst of the soul.  
Frederick Delius

## **OVERVIEW**

On Saturday, September 11, 2010, 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 event is in its second year and will provide much needed funds to build homes. In May of 2009, three families moved into new homes. Habitat for Humanity needs to replenish building 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 sales and various 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, the Verde Valley and Prescott. You will have the platform to create meaningful promotions, cementing the relationships with these consumers.

## Event Details

**Date & Time:** Saturday, September 11, 2010, 11:00 am – 8:00 pm

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

**Attendees:** We are targeting 2,500 attendees at the concert.

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

**Band Lineup:** TBA

**Cost:** \$20 until June 1<sup>st</sup>  
\$30 until day of event  
\$40 day of event  
Children 12 and under FREE!

# **MEDIA SUPPORT**

**Print -** Flagstaff Live  
Flagstaff Business News  
Quad City Business News  
Posters distributed throughout Northern Arizona  
Flyers distributed throughout Northern Arizona

**Radio -** KAFF/The Mountain  
The Eagle  
KNAU

**TV -** Prescott Interview

**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	Paint \$250
Logos on Event T-shirts	X					
Logos on Event Banners	X					
Recognition on Press Releases	X	X				
Logos in Print Advertising	X	X				
Mention in Radio Spots	X	X				
Mention in TV Interview	X	X				
Parking Passes near event	4	2				
Logos on all Posters	X	X	X			
Recognition from Stage	X	X	X			
Logos on Flyers	X	X	X	X		
Promotional Crossovers	X	X	X	X		
Link from Habitat Website to company website	X	X	X	X	X	
Logo on Habitat Website	X	X	X	X	X	
Mention on Web Marketing Sites	X	X	X	X	X	
10 X 10 Booth for displaying services/merchandise	X	X	X	X	X	X
Banners at Event	X	X	X	X	X	X
Recognition in Flagstaff Habitat ReStore	X	X	X	X	X	X
Tickets to event	20	10	8	6	4	2

## **Foundation Sponsor - \$5,000**

Only 2 Foundation Sponsorships are available

Logos on Event T-shirts – we must have your letter of commitment and logo by June 1<sup>st</sup> 2010

Logos on Event Banners - we must have your letter of commitment and logo by August 1<sup>st</sup>, 2010

Logos in Print Advertising - we must have your letter of commitment and logo by July 1<sup>st</sup>, 2010

Mention in Radio spots – we must have your letter of commitment by July 1<sup>st</sup> 2010

Mention in TV interview - we must have your letter of commitment by August 1<sup>st</sup>, 2010

Logos on all Posters - we must have your letter of commitment and logo by July 1<sup>st</sup> 2010

Logos on Flyers - we must have your letter of commitment and logo by June 1<sup>st</sup> 2010

Promotional Crossovers – we will work with you and your company to cross promote

Link on website – we will need your company logo and website link in order to fulfill this

10 x 10 Booth at event – please see included booth details per the City of Flagstaff

Payment – we can set up a payment plan – full payment must be received by July 1<sup>st</sup>, 2010

## **Roof Sponsors - \$2,500**

Only 4 Roof Sponsorships are available

Logos in Print Advertising - we must have your letter of commitment and logo by July 1<sup>st</sup>, 2010

Mention in Radio spots – we must have your letter of commitment by July 1<sup>st</sup> 2010

Mention in TV interview - we must have your letter of commitment by August 1<sup>st</sup>, 2010

Logos on all Posters - we must have your letter of commitment and logo by July 1<sup>st</sup> 2010

Logos on Flyers - we must have your letter of commitment and logo by June 1<sup>st</sup> 2010

Promotional Crossovers – we will work with you and your company to cross promote

Link on website – we will need your company logo and website link in order to fulfill this

10 x 10 Booth at event – please see included booth details per the City of Flagstaff

Payment – we can set up a payment plan – full payment must be received by July 1<sup>st</sup>, 2010

## **Walls Sponsor - \$1,500**

Logos on all Posters - we must have your letter of commitment and logo by July 1<sup>st</sup> 2010

Logos on Flyers - we must have your letter of commitment and logo by June 1<sup>st</sup> 2010

Promotional Crossovers – we will work with you and your company to cross promote

Link on website – we will need your company logo and website link in order to fulfill this

10 x 10 Booth at event – please see included booth details per the City of Flagstaff

Payment – we can set up a payment plan – full payment must be received by July 1<sup>st</sup>, 2010

## **Window Sponsor - \$1,000**

Logos on Flyers - we must have your letter of commitment and logo by June 1<sup>st</sup> 2010

Promotional Crossovers – we will work with you and your company to cross promote

Link on website – we will need your company logo and website link in order to fulfill this

10 x 10 Booth at event – please see included booth details per the City of Flagstaff

Payment – we can set up a payment plan – full payment must be received by July 1<sup>st</sup>, 2010

## **Door Sponsor - \$500**

Link on website – we will need your company logo and website link in order to fulfill this

10 x 10 Booth at event – please see included booth details per the City of Flagstaff

Payment – we can set up a payment plan – full payment must be received by July 1<sup>st</sup>, 2010

## **Paint Sponsor - \$250**

10 x 10 Booth at event – please see included booth details per the City of Flagstaff

Payment – we can set up a payment plan – full payment must be received by July 1<sup>st</sup>, 2010

# 2010 Rock The House

September 11<sup>th</sup>

## Letter of Commitment

Our Company/Organization does commit to participation in the 2010 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
_____	\$ 250 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 to:  
Peak Events LLC  
3616 E. Foxlair Dr.  
Flagstaff, AZ 86004

## **Booth Details**

- A. A 10 x 10 space will be provided.
- B. No tables, chairs or canopy will be provided by Peak Events LLC.
- C. If you bring a tent/canopy for your space, please note that the City of Flagstaff requires all 4 sides of the canopy be weighted down with bricks or sandbags, staking is NOT allowed within city limits.
- D. SECURITY: Security will be provided. Peak Events LLC is not responsible for items left inside or outside of booth at anytime.
- E. Exhibitors must provide a breathable mat for the front of their booth – this is required by the city. You can use 4 inch stakes ONLY.
- F. Set up is Friday September 10<sup>th</sup> after 4:30 or Saturday morning. All booths must be operational by 10:30 am and remain open until at least 4 pm.

**ROCK THE HOUSE**  
**THIS RELEASE IS A CONTRACT WITH LEGAL CONSEQUENCES.**  
**READ IT CAREFULLY BEFORE SIGNING.**

**Participant's Name:** \_\_\_\_\_  
**Event:** Rock the House  
**Location:** Foxglenn Park, Flagstaff, AZ, 86004  
**Date:** Saturday September 11th, 2010

In consideration of being allowed to participate in this event, I, \_\_\_\_\_:  
(Print name)

1. **Acknowledge and fully understand** that I will be participating in activities that may or may not involve risk of serious injury, permanent disability, property damage and/or death. These risks may result not only from my own actions, inaction or negligence, but also from the actions, inactions or negligence of others. Further, there may be other risks not known to me, or not reasonably foreseeable, such as disability or death.
2. **Assume all the forgoing risks and accept personal responsibility** for any damages following any such injury, permanent disability, property damage, or death.
3. **Release, waive, discharge, and covenant** not to sue Flagstaff Habitat for Humanity, Peak Events LLC, Purple Mountain Productions and the City of Flagstaff, its officers, employees, and agents and their heirs, administrators, and executors, from demands, losses or damages on account of injury, including death, or damage to property, caused or alleged to be caused in whole or in part by the negligence of any person or otherwise, myself and my spouse, if any, and our heirs, successors, and assigns.
4. **Understand that** Flagstaff Habitat for Humanity, Peak Events LLC and the City of Flagstaff will not be responsible for damage or theft of property owned by me or in my care and custody.
5. **Understand that** Flagstaff Habitat for Humanity, Peak Events LLC, and the City of Flagstaff does not provide medical coverage to a participant if injured while participating in the event described above or attendant activities. Any medical costs incurred as a result of this activity will be my financial responsibility.
6. **Acknowledge that I have read the VENDOR POLICIES** and understand its contents and agree to abide by these policies.
7. **Acknowledge that I have read the above RELEASE FORM** and understand that I have given up substantial rights by signing it, and sign it voluntarily.
8. **Acknowledge that I** have attained the age of 18, am not under any guardianship or conservator-ship, and I have the legal capacity to enter into this agreement.

Participant's Name (print): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Home Phone: ( ) \_\_\_\_\_ Work Phone: ( ) \_\_\_\_\_

I verify that the above information is true and correct.

\_\_\_\_\_  
Participant's Signature

\_\_\_\_\_  
Date

Return Release Form w/application to Peak Events LLC, 3616 E. Foxlair, Flagstaff, AZ 86004. If you have any questions regarding this release form, please contact Jennifer Grogan 928-606-7600.