



2023

SPONSORSHIP PACKET

EXECUTIVE SUMMARY

The largest single-fraternity philanthropy in the nation, Rock-A-Thon is an extensive philanthropic effort coordinated by the men of Alpha Epsilon Pi at the University of Missouri in Columbia and benefiting the American Cancer Society. The event has remained a Columbia staple since its formation in 1969. The event is hosted on a stage at the northwest corner of 9th and Broadway in downtown Columbia, Missouri. One brother from the fraternity is elected to rock on a rocking chair for 63 straight hours while the remainder of the brotherhood and additional volunteers solicit donations through canning across the state of Missouri.

SPONSORSHIP OPPORTUNITIES

We encourage you to further our mission of supporting American Cancer Society by advertising your business through Rock-A-Thon 2023! Sponsorship opportunities exist from \$1,000 to our Presenting Sponsor opportunity of \$10,000.

PRESENTING SPONSOR \$10,000

- Presentation opportunity at the Rock-A-Thon formal kick-off dinner, Sponsor logo on all event marketing material (i.e. can wrap), and Sponsor logo featured on Rock-A-Thon t-shirt
- Sponsor logo and recognition on all Rock-A-Thon social media (Facebook, Twitter, and Instagram)
- Sponsor logo featured on Rock-A-Thon Website with link to your website and Verbal recognition during kick-off dinner and fundraising announcements
- Banner with your logo and slogan at the Rock-A-Thon stage
- Photo opportunity with Rock-A-Thon rocker during event
- Screen advertisement during event
- 10 free tickets to our Ballpark Village networking event

GOLD SPONSOR \$5,000

- Sponsor logo on all event marketing material (i.e. can wrap)
- Sponsor logo featured on Rock-A-Thon t-shirt
- Sponsor logo and recognition on all Rock-A-Thon social media (Facebook, Twitter, and Instagram)
- Sponsor logo featured on Rock-A-Thon website with link to your website
- Verbal recognition during fundraising announcements
- Banner with your logo and slogan at the Rock-A-Thon stage
- Photo opportunity with Rock-A-Thon rocker during event
- Screen advertisement during event
- 5 free tickets to our Ballpark Village networking event



2009 can wrap (left), 2015 stage banner (top)

SILVER SPONSOR \$2,500

- Sponsor logo on all event marketing material
- Sponsor logo featured on Rock-A-Thon t-shirt
- Sponsor logo and recognition on all Rock-A-Thon social media (Facebook, Twitter, and Instagram)
- Sponsor logo featured on Rock-A-Thon website with link to your website
- Verbal recognition during fundraising announcements
- Banner with your logo and slogan at the Rock-A-Thon stage
- 2 free tickets to our Ballpark Village networking event

BRONZE SPONSOR \$1,000

- Sponsor logo featured on Rock-A-Thon t-shirt
- Sponsor logo and recognition on all Rock-A-Thon social media (Facebook, Twitter, and Instagram)
- Verbal recognition during fundraising announcements
- Banner with your logo and slogan at the Rock-A-Thon stage

My name is Ethan Doyle, and I am thrilled to be a part of Rock-A-Thon 2023. I grew up in Illinois, so once I got to Mizzou, I had a lot to learn about the fraternity culture. On the first day of rush I talked to a lot of good people, but the thing that sold me on AEPi was Rock-A-Thon. To give a little context, it all started in 1969, when Jack Fishman read about a Rock-A-Thon at East Carolina University that had raised over \$900 for the March of Dimes. Soon, Fishman and rocker Gary Panitz spearheaded a campaign that would raise \$3205.29 for the March of Dimes. 54 years and over one million dollars raised later, we still rock every other April. You will not find another event like this, especially not one that gets run by a fraternity of 18-22 year olds. A majority of people throughout the world are greatly affected by cancer at some point in their lives, whether it is them personally or a family member/friend. For me, my mother had a brush with leukemia when I was in middle school but has thankfully been in remission since her treatment. We put this event on to make a difference, raise awareness and to provide help in any way we can to those that need it. I am very excited and honored to serve as one of the tri-chairmen for Rock-A-Thon 2023 and cannot wait until April!



Ethan Doyle
2023 Tri-Chairman

I am Josh Thorpe, and I'm beyond excited for Rock-A-Thon 2023 as it is truly an event like nothing I have ever experienced before. When I first joined AEPi and learned about Rock-A-Thon, I instantly knew it was something that I would be grateful to be a part of. The fight against cancer is one in which we all share. Unfortunately, it is an extremely common disease that affects millions and millions of families across the world. I am rocking for both of my grandparents who won't be able to see the impact this event has on the community. I was raised to fight for what is right and help those in need of it so I know my endeavors with American Cancer Society will make everyone I have lost to cancer so proud. This event means so much to so everyone who has played a role in it for the last 54 years, and I am ecstatic to carry on the legacy and help fight this disease. I am honored to serve as one of the co-chairmen and represent the continued battle we have waged with cancer in our 54th bi-annual year of Rock-A-Thon at the University of Missouri.



Josh Thorpe
2023 Tri-Chairman

My name is Nate Brenner, and I am ready to contribute all I can to Rock-A-Thon 2023. Coming to MU from California, I had no idea I'd soon be introduced me to this amazing fundraiser. When first meeting the brothers of AEPi Mizzou, I saw their passion for building and executing an amazing Rock-A-Thon in 2019 and carrying that momentum into 2021. Even in the face of COVID, the people we interacted with wanted to support our mission, one that's shared with American Cancer Society and with so many people across the world. I personally haven't experienced the fear and worry associated with a close family member receiving a cancer diagnosis. But, I know that reality from so many people in my life who have lost family or friends to various forms of the disease. This brotherhood knows the importance of helping families receiving care or doctors and researchers on the quest for a cure. Whether you'll join Sam at the stage on Broadway, our canners across Missouri or participate from anywhere in the world, we hope this April will mark another step in the fight against cancer.



Nate Brenner
2023 Tri-Chairman

ABOUT THE 2023 ROCKER

I am extremely ecstatic to be the rocker for Rock-A-Thon 2023. Not only is Rock-A-Thon an awesome experience to be a part of, but it is also the most important event we do as a brotherhood. Rock-A-Thon is a time where all the brothers come together as one to make a positive impact for as many people as we can. This year's focus will be **Head, Neck, and Brain Cancer** - which affects over 700,000 people in the U.S. - making this year that much more important. I can hardly wait to rock and am counting down the days until I can join the incredible people who rocked before me.

When I first was looking to join a fraternity at Mizzou, something that was very clear to me was that no other house on campus gives back to the community

as much as Alpha Epsilon Pi does with Rock-A-Thon. It ended up being one of the main reasons why I joined this house, so I knew that I would be heavily involved one day. Like many others, I've been affected by cancer. My grandfather Joel Shellist sadly lost his battle with cancer in 2017, and growing up, one of my close friends had a battle of his own that he fortunately overcame.

All of this shows why I feel the fight to end cancer is that important and why I am more than ready to sit in the rocking chair for 63 hours for everyone that has been or will be affected by cancer. I hope that with your support, we can make a difference and get that close to the end of cancer. It doesn't matter if we raise \$100 or \$100,000, anything helps. I'm thrilled to be a part of such incredible philanthropy and look forward to continuing the rocker legacy.

Sam Shellist
2023 Rocker