

# ROCKIN ON THE DOCKS

## EVENT DESCRIPTION

The fourth annual "Rockin'On The Docks" festival will be held at The Harbor on the east shore of Lake Ray Hubbard in Rockwall on Saturday, October 22, 2011. This event features a mix of live country and rock music all day, arts and crafts vendors, a childrens play area, food vendors and some boating and water events. Tickets at the gate will be \$5 until 7 PM and then the price will be \$15 at the gate. Children 5 and under are free.

## EVENT CONCEPT

Concept Statement: November of 2006, Rockwall opened our Harbor Project with much celebration. The Harbor Lighthouse serves as a beacon to attract clientele to the shopping, entertainment and dining establishments which enjoy the backdrop of Lake Ray Hubbard and the outline of the city of Dallas.

The Rockwall Area Chamber of Commerce has a commitment to the business community to encourage development and recognition of our city and surrounding area.

## EVENT DEMOGRAPHICS

Description	Measures
Target Consumer	All Ages
Communities Targeted	Rockwall, Rowlett, Dallas, Plano, Garland, Tyler, Mesquite, Terrell, Wylie, Allen, Royse City, Greenville
Target Group Size	500,000 Households +
Community Awareness Sources	Media, Chamber Members, City, Schools, Community Groups, Local Businesses
Communication Vehicles	Radio (Confirmed: 98.7, 103.7, 93.5, 105.9) Print & Web and Billboard

## CONTACT INFORMATION

Rockwall Area Chamber of Commerce  
2850 Shoreline Trail #63, Rockwall, TX 75032  
972-771-5733

[margie@rockwallchamber.org](mailto:margie@rockwallchamber.org)

[paula@rockwallchamber.org](mailto:paula@rockwallchamber.org)

# **ROCKIN ON THE DOCKS**

## **2011 BAND LINE-UP**

**Chris Rivers Band - The Official Band of Gilley's, Dallas**

**11:30 - 1:00**

**Mistral - Great Cover Band with Female lead singer**

**1:30 - 3:00**

**Stars Grow Dim - from Tulsa, Oklahoma, will play in the middle of the day and these Pop-Rockers have opened for Switchfoot, Daughtry and Graham Colton.**

**3:30 - 5:00**

**Sleeperstar - has an international following and opened for John Mayer last fall in Houston. They also were the headliner band at the 2010 New Year's Eve bash held in downtown Dallas at Victory Park, which was televised live on Channel 8 in the DFW area. Their CD, "Just Another Ghost" has been a great success and one of their songs, "I Was Wrong", was featured on the highly rated television show, "The Vampire Diaries", during the last year.**

**5:30 - 7:00**

**Collin Raye - a nationally known country music star, will be the headliner band. He has received many awards in the music industry and has had numerous hits such as "Little Rock", One Boy, One Girl and "That's My Story"!**

**8:00 - 9:30**

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## PREMIUM TITLE SPONSOR PACKAGE \$18,000

### **This exclusive sponsorship package entitles you to:**

- Official Event Title: "Rockin' On The Docks Presented by 'Sponsor Name/Logo'"
- Logo recognition on all event advertising and promotional material prior to event
- 10' x 10' promotional booth on-site during the event
- Signage in prime locations throughout the venue (banners/signage provided by sponsor)
- Name recognition in all stage announcements
- Logo recognition (with a hyperlink) on event website [www.rockinonthedocks.com](http://www.rockinonthedocks.com)
- One year advertising on Chamber website (hyperlinked to sponsor website included)
- \$1,000 credit towards Chamber membership for the following year (2012)
- 20 invitations to VIP party
- 20 passes to on-site VIP area
- 50 general admission tickets
- Valet Parking for 10 vehicles
- 1 room at Hilton Bella-Harbor on night of Event (October 22nd)

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## OFFICIAL SPONSORS PACKAGE \$10,000

### This exclusive sponsorship package entitles you to:

- Logo recognition on all event advertising and promotional material prior to event
- 10' x 10' promotional booth on-site during the event
- Signage in prime locations throughout the venue (banners/signage provided by sponsor)
- Name recognition in stage announcements
- Logo recognition (with a hyperlink) on event website [www.rockinonthedocks.com](http://www.rockinonthedocks.com)
- 6 months advertising on Chamber website (hyperlinked to sponsor website included)
- \$750 credit towards Chamber membership for the following year (2012)
- 1 room at Hilton Bella-Harbor on night of Event (October 22nd)
- 10 invitations to VIP party
- 10 passes to on-site VIP area
- 20 general admission tickets
- Valet parking for 5 vehicles

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## SUPPORTING SPONSOR PACKAGE \$5,000

### **This exclusive sponsorship package entitles you to:**

- Logo recognition on event advertising and promotional material prior to event
- 10' x 10' promotional booth on-site during the event
- Signage throughout the venue (banners/signage provided by sponsor – limit 5)
- Name recognition in stage announcements
- Logo recognition (with a hyperlink) on event website [www.rockinonthedocks.com](http://www.rockinonthedocks.com)
- 2 months advertising on Chamber website (hyperlinked to sponsor website included)
- \$250 credit towards Chamber membership for the following year (2012)
- 6 invitations to VIP party
- 6 passes to on-site VIP area
- 12 general admission tickets
- Valet parking for 5 vehicles

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## FRIENDLY SPONSOR PACKAGE \$2,500

**This exclusive sponsorship package entitles you to:**

- Logo recognition on promotional material
- Signage throughout the venue (banners/signage provided by sponsor – Limit 2)
- Logo recognition (with a hyperlink) on event website [www.rockinonthedocks.com](http://www.rockinonthedocks.com)
- 1 months advertising on Chamber website (hyperlinked to sponsor website included)
- \$150 credit towards Chamber membership for the following year (2012)
- 4 invitations to VIP party
- 4 passes to on-site VIP area
- 6 general admission tickets
- Valet parking for 2 vehicles

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## **CHAMBER SPONSOR PACKAGE \$1,000**

**This exclusive sponsorship package entitles you to:**

- Logo recognition on event promotional material
- Signage at the venue (banner/signage provided by sponsor – limit 1)
- \$100 credit towards Chamber membership for the following year (2012)
- 2 invitations to VIP party
- 2 passes to on-site VIP area
- 4 general admission tickets

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## **CHAMBER FRIEND PACKAGE**

### **\$500**

**This exclusive sponsorship package entitles you to:**

- Signage at the venue (banner/signage provided by sponsor – limit 1)
- 2 invitations to VIP party
- 2 passes to on-site VIP area
- 4 general admission tickets

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