



ROCK AGAINST ABUSE 2010
benefiting Calgary Women's Emergency Shelter

produced by **Sound Loft Ltd.**

Ceili's Irish Pub & Restaurant

May 22, 2010

Attendance: 200+

Net income: \$2,315.00 | \$365.00 (50|50 draw)

Objective

To raise awareness on issues of domestic abuse and family violence
To raise funds that will help CWES support some of their programs.

Event Overview

Huge turnout! Over 200 attendees (159 tickets sold; 54 VIP tickets distributed)

Performers: The Time Machine, Kensington Road, The A Cappella Fellas

50|50 Draw \$365 to CWES and \$365 to the winner.

Sponsorship

A total of at least \$6,000 of in-kind sponsorship.

Sound Loft Ltd. - producer

Volume Beauty Bar – platinum in-kind

Yoga Passage – gold in-kind

Razors Edge Hair Studio – gold in-kind

Calgary Philharmonic Orchestra – bronze in-kind

Host venue: Ceili's Irish Pub and Restaurant

Media supporters: Q107 fm, Swerve Magazine, CityTV Calgary

Door Prizes

3 gift bags filled with beauty products from VOLUME BEAUTY BAR.

Haircut with Vicki, courtesy of VOLUME BEAUTY BAR

Cut and color with Candace, courtesy of VOLUME BEAUTY BAR.

3 gift bags filled with hair products from RAZOR'S EDGE HAIR STUDIO.

1 bag filled with hair products donated to CWES from RAZOR'S EDGE HAIR STUDIO

Two (2) - 12 weeks unlimited yoga from YOGA PASSAGE.

Ticket voucher B (valid for 2), for 2010/2011 season to any concert at the Jack Singer Concert Hall courtesy of Calgary Philharmonic Orchestra (CPO).

Sponsorship proposals

Over 100 mailed to different small businesses in Calgary.

Volunteers

Eleanor Campbell Smith

All members of The Time Machine

All members of Kensington Road

All members of The A Cappella Fellas

Hardy del Castillo

Tony Smith

Lisa Burden

Laurie McLaine

Eddie Black

Manny Severo

Ethan Severo

Sharon Harris

Marketing Strategy

Goals

To sell 350 tickets

To raise \$10,000 sponsorship support

Build Rock Against Abuse brand as a champion for raising awareness of issues on domestic abuse and family violence.

Connections

Build partnerships and friendships

Build media relations (Q107 fm, Swerve Magazine, CityTV Calgary)

Charity

Calgary Women's Emergency Shelter