

Sponsor presentation

ROCK AGAINST CANCER

In support of
FONDATION CANCER LUXEMBOURG
& FONDATION KRIIBSKRANK KANNER



rockagainstcancer@swisslife.com

10th
ANNIVERSARY

ROCKHAL
09 JUNE 2023



THE CONCEPT

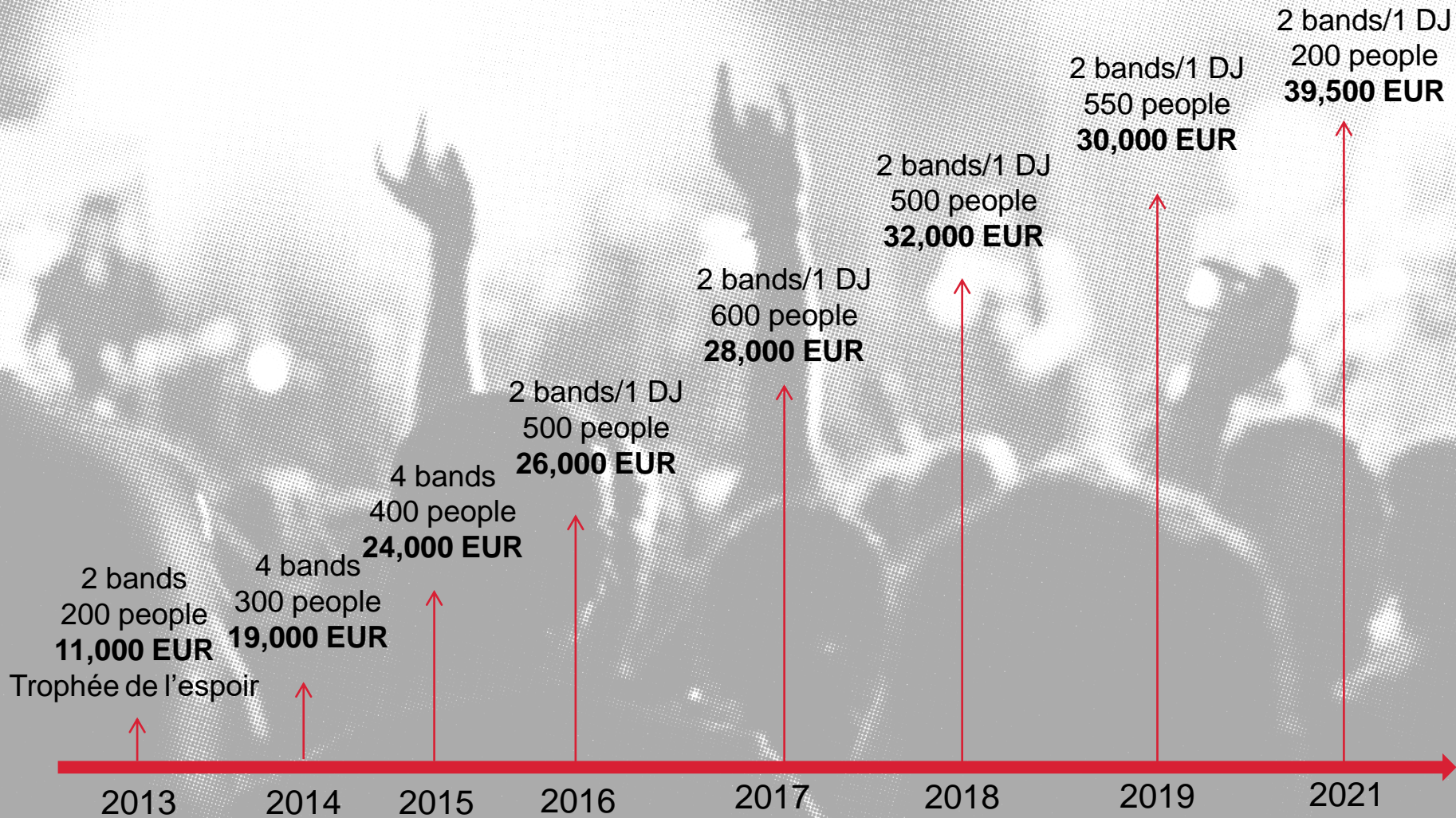
- *Rock Against Cancer (RAC)* is a charity project initiated in 2013 by Swiss Life Luxembourg employees.
- **Charity concert with the goal of raising funds to fight cancer.**
- Profits donated in full to two Luxembourgish foundations:



10th ANNIVERSARY | ROCKHAL
09 JUNE 2023



A CONCERT WITH THE GOAL OF FUND RAISING



Let's make it even bigger for 2023!

10th ANNIVERSARY | **ROCKHAL**
09 JUNE 2023



ACHIEVEMENTS

Thanks to the support of all Rock Against Cancer's contributors, the below achievements have been reached:



- 2015: Investment in technical medical equipment
- 2016: Investment in medical analysis equipment for hospitals
- 2017: Investment in the purchase of a microscope
- 2018: Investment for breast cancer
- 2019: Investment to maintain the support to the patients and for research
- 2021: Financing of six research projects



- 2015: Investment in the renovation of a holiday apartment at the sea available to sick children
- 2016: Investment in IT equipment so that sick children can continue attending classes during treatment
- 2017: Investment in helping families with sick children
- 2018: Investment in helping children and their families
- 2019-2021: Investment to maintain their support to the families and research



WHY PARTICIPATE IN THE PROJECT?

- To position yourself as an **active player** in social responsibility
- To raise awareness of **important social values** by associating your name with this renowned charity event
- To strengthen your image by creating **positive visibility**
- To expand your community network by accessing a **wider audience**
- **To be close** to your customer by inviting them to the event
- To suggest an **activity** that is both **fun and beneficial** to your employees



10th
ANNIVERSARY | **ROCKHAL**
09 JUNE 2023



HOW TO PARTICIPATE?

By becoming a sponsor

- Four levels of sponsoring: Platinum / Gold / Silver / Bronze
- Visibility before / during / after the concert
- Involve your staff in the form of a company event
- Discount on the number of entry tickets purchased

By contributing to the tombola

- Purchasing tombola tickets
- Apporting a tombola prize

By purchasing concert merchandise

- Bracelets, t-shirts, badges... on the day of the event

By purchasing concert tickets

- Selling Price: 30 EUR (directly on Rockhal website)

10th ANNIVERSARY | ROCKHAL
09 JUNE 2023



2023, 10TH ANNIVERSARY

AGENDA

18:00-20:00 Open bar (for sponsors)

20:00-21:00 Open door & animations

21:00-22:30 Hooverphonic

23:00-01:00 Mister Cover

Tickets:
30 EUR

(shortly available on [Rockhal.lu](https://rockhal.lu))

THIS IS
Hooverphonic



10th
ANNIVERSARY

ROCKHAL
09 JUNE 2023



WILLING TO JOIN OUR SPONSORS?

PACKAGES	Platinum* 3.000 EUR	Gold 2.000 EUR	Silver 1.000 EUR	Bronze 500 EUR
	<i>(or equivalent in tombola prizes)</i>			
Posters (A3 / A4)	Logo (larger/on top)	Logo (bottom)	Name (bottom)	Name (bottom)
Logo and short presentation of your company on Rock Against Cancer's website	⊙	⊙	⊙	⊙
Banner in the concert hall	⊙	⊙	⊙	-
Capsule video on social networks	⊙	⊙	⊙	-
Promotion in our social medias (Facebook and Instagram) and press articles	4 posts	3 posts	2 posts	1 post
Special communication for historic sponsors	1 dedicated post on social networks + on Rock Against Cancer's website			
Logo on tombola tickets	⊙	⊙	⊙	-
Screen behind the scene at concert	Full screen	½ screen	Logo	Logo
VIP open bar before event (up to 5 invitees per company)	⊙	⊙	⊙	⊙
Free entry tickets	On demand up to 30 tickets	On demand up to 20 tickets	On demand up to 10 tickets	On demand up to 5 tickets
Invitation to the cheques donation ceremony	⊙	⊙	⊙	⊙

Interested in joining Swiss Life as core organiser?
Feel free to contact us!

* Co-sponsoring with Swiss Life

10th ANNIVERSARY | ROCKHAL
09 JUNE 2023



OUR HISTORIC SPONSORS, THEY TRUSTED US



And many others!

10th ANNIVERSARY | ROCKHAL 09 JUNE 2023





WE COUNT ON YOU!



rockagainstcancer@swisslife.com