



# ROCK TO RECOVERY 6

## BENEFIT CONCERT

**8.26.23**

DOORS 6PM  
VIP RECEPTION 7PM  
SHOWTIME 8PM

- SOLD OUT EVERY YEAR
- RED CARPET EVENT
- VIP ROOFTOP PRE-PARTY
- A-LIST TALENT
- GREAT PRESS PRE & POST EVENT



# TRANSFORMING LIVES

Rock to Recovery helps people heal and transform their lives through the powerful experience of writing, playing, and performing music as a group.



“Rock to Recovery lets me get out emotions I've struggled with my whole life.”

- Group Participant



# GROWTH & IMPACT



Rock to Recovery is a registered 501c3. It was launched 12/12/12 in Orange County, California.

We have written over 23,000 songs.

We now provide programming to approximately 3,000 people each month at 100+ facilities through more than 500+ group sessions.

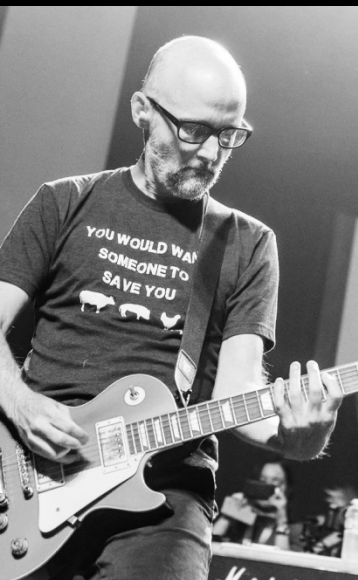
Sixteen program administrators serve California, Oregon, and Tennessee.

Our program partners include the United States Department of Defense, Air Force, Navy Wounded Warriors, and Claire Foundation, Spinal Cord Injury VA, New Directions for Women, to name a few.

Our programs are recognized as "platinum" by GuideStar and "top-rated" by Great Nonprofits for transparency of reporting and quality of services.







## HOW WE DO IT:

We hire professional musicians in recovery from addiction and associated mental health issues to lead sessions. This allows us to provide musicianship, compassion and empathy from people who have overcome similar problems to those we serve.

## WHO IT HELPS:

Our program improves the lives and treatment outcomes for veterans, mental health and addiction patients, at-risk youth, and those with other challenges. We have proven success with individuals with trauma, traumatic brain injury, physical limitations, and psychiatric problems.



“I truly believe Rock to Recovery helps save lives.”

- Air Force Veteran





# FOUNDER STORY + BIO



Wesley Geer has been a professional musician for over 25 years. He first gained success as the founding member of Jive Records artists Hed P.E. and later as touring guitarist with the legendary band Korn. When the Korn gig was coming to an end, Wes was moved to find a way to proliferate the use of playing music as a treatment modality. He founded Rock To Recovery, an innovative music program that harnesses the healing energy of music through songwriting, playing as a band, and recording.

“When I was in treatment for addiction, I realized how much music could help [me] get through those tough emotions that run so rampant, especially in the early days of recovery. Being totally sober and dealing with the bottom I had hit – strumming the guitar was the only thing that would bring me peace. I saw how that connection to music helped others in treatment with me, even people who had never played guitar. That’s where the idea for Rock to Recovery was born.”





# CLINICAL OUTCOMES



## CLIENTS WHO PARTICIPATE IN ROCK TO RECOVERY:

- Use the creative process and lyric writing to open up sooner and engage in the recovery process
- Show improved measures of wellness including happiness, self-esteem, hope, connection, and vitality
- Stay in treatment longer, or don't quit so that they can continue to participate in Rock to Recovery
- Experience relief of detox symptoms and decreases in anxiety, depression, hopelessness, loneliness, and self-loathing
- Bypass the rational mind to dive deep into root issues
- Develop healthier brains and experience positive feelings from dopamine, serotonin, and Oxytocin
- Improve teamwork and communication skills, building community





# TESTIMONIALS

I've been sober 10 days and today attended Wes's music group. and it was by far the best group I've been to. I came in thinking I wouldn't enjoy it and it completely changed my day, I stopped tripping on stupid shit, I was detoxing hard and didn't feel any detox during and after. It was unreal, thanks to Wes and all my homies that joined with me.

- Matt B  
(Boston)

"Rock to Recovery helped me get out of my head and brought me happiness. Rocking out with the band was definitely some of the best times in recovery!!"

"Rock to Recovery allowed me to let out those long hidden emotions through music."

"I wanted to leave treatment, but told myself, 'If I can just make it to Rock to Recovery, I'll be OK.'"

"I have been depressed and angry for weeks, Rock to Recovery changed that in an instant!"





# LETTER OF RECOMMENDATION

DEPARTMENT OF THE AIR FORCE  
HEADQUARTERS AIR FORCE PERSONNEL CENTER  
JOINT BASE SAN ANTONIO-RANDOLPH TEXAS



MEMORANDUM FOR To Whom It May Concern

FROM: Air Force Wounded Warrior Program

SUBJECT: Letter of Recommendation

Rock to Recovery is an integral part of the Air Force Wounded Warrior Wellness and Resiliency program. Our program fully recommends their services for individuals with trauma, substance abuse, physical disabilities, and various forms of mental health concerns.

We host several CARE Events every year throughout the country and the Rock to Recovery program is one of our most popular classes, consistently being evaluated by participants as useful in their recovery and building resiliency.


The program's efficacy seems to come in part from the way the group interacts together, forming a community around common experiences. In the songwriting process, group members share their difficulties, finding both a source of creative expression and support for common problems, including suicidal ideation. Time and again, as songs are written, we see real change take place through emotional expression, validation of experience, and group encouragement in the process.

One of the most important things we have noticed, is that those who participate in the Rock to Recovery program very often seek help for suicidal thoughts instead of acting on them.

Rock to Recovery is an invaluable program that consistently provides an important service to our participants and their caregivers. I enthusiastically endorse them.

A handwritten signature in cursive script, reading "Marsha A. Gonzales".

MARSHA A. GONZALES, DAF, GS-14  
Branch Chief, Warrior Care Support



# ANNUAL BENEFIT CONCERT

SPONSORSHIP AND SUPPORT OPPORTUNITIES





# THE ROCK TO RECOVERY BENEFIT CONCERT

**Breaking the stigma** - Our flagship sober event supports those in recovery and brings everyone together. Recovery doesn't have to live in a dark basement.

**A-list talent** - Our exclusive event in Hollywood, CA is attended by A-list celebrities, and sells out every year.

**Massive Digital Reach** - With our broad network of supporters, recent years' reporting has shown our digital impressions to be in the hundreds of millions.

**Analog campaigns** - Our printed media, radio and network TV spots expand our reach to millions more.

**Vast Network** - The spectrum of people that love to support Rock to Recovery® include rock stars, celebrities, athletes, influencers, media outlets, health and wellness experts, and keeps growing.



## DIAMOND \$30,000

- Event naming opportunity
- Opportunity for sponsor to speak at event
- Inclusion in press releases
- Largest signage at event (25' banner)
- Press availabilities
- Step and repeat placement/red carpet
- Logo in silent auction area
- Primary placement on all marketing materials with 3.5 million impressions across multiple platforms
- Logo seen first in our marketing doc video shown at event and on YouTube
- Full page ad in event program
- VIP seating at event
- 25 tickets

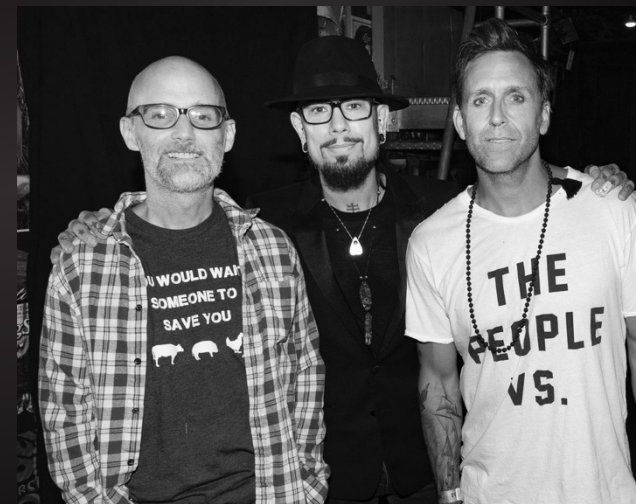
## PLATINUM \$20,000

- Inclusion in press releases
- Signage at event
- Press availabilities
- Step and repeat placement
- Logo in silent auction area
- Placement on all marketing materials with 3.5 million impressions across multiple platforms
- Logo in marketing video shown at event and on YouTube
- Logo in event program
- VIP seating at event
- 15 tickets

Rock to Recovery is a registered 501(c)(3) non-profit organization - your donation may qualify as a charitable deduction for federal income tax purposes. Please consult your tax advisor



# CONCERT SPONSORSHIP OPPORTUNITIES





## GOLD \$15,000

- Signage at event
- Press availabilities
- Step and repeat placement
- Placement on all marketing materials with 3.5 million impressions across multiple platforms
- Logo in marketing video shown at event and on YouTube
- Logo in event program
- VIP seating at event
- 10 tickets

## SILVER \$10,000

- Signage at event
- Placement on all marketing materials with 3.5 million impressions across multiple platforms
- Logo in marketing video shown at event and on YouTube
- Logo in event program
- 10 tickets

## ROAD CREW \$2,500 Including In-Kind Donations Of \$2,500 Or More

- Placement on all marketing materials with 3.5 million impressions across multiple platforms
- 2 tickets



# CONCERT SPONSORSHIP OPPORTUNITIES

# PAST HONOREES

## ICON AWARD:

Katey Sagal

- Married with Children, Sons of Anarchy

Moby

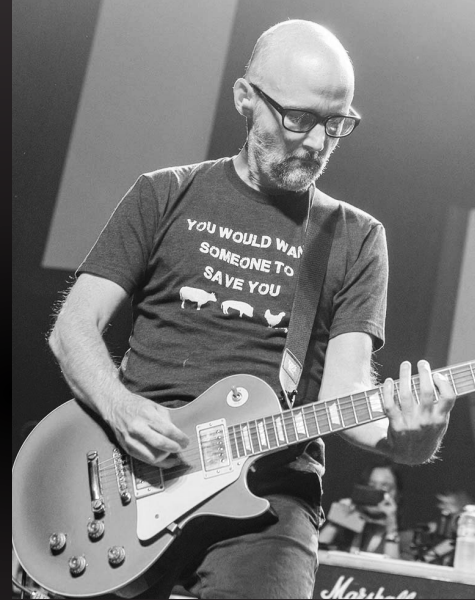
Corey Taylor

- Slipknot, Stone Sour

Mike Ness

- Social Distortion

Emmy-winning actor Keith David



## SERVICE AWARD:

John Feldmann

- Goldfinger

Wayne Kramer

- MC5

Comedian Jay Mohr





# MUSIC LEGENDS

Past attendees include Emmy, Oscar, and Grammy winners including:

Jamie Pressley, Bryan Fogel (Icarus), and musicians from Stone Temple Pilots, Velvet Revolver, Guns N' Roses, and more.

Pro athletes like skateboarding legends Christian Hosoi and Tony Alva.

Actors and influences from film, TV, music, fashion, action sports, and health and wellness.

Chester Bennington (Linkin Park)

Eden Sassoon (Real Housewives of Beverly Hills)

Dave Navarro (Jane's Addiction)

Shavo Odadjian (System of a Down)

Fred Durst (Limp Bizkit)

Billy Morrison (Billy Idol)

Brandon Novak (Jackass)

Drew Carey (TV personality)

Marc McGrath (Sugar Ray)

Brandon Lee (CBS news anchor)

Genevieve Morton (Sports Illustrated swimsuit model)

Jason Wahler (The Hills)

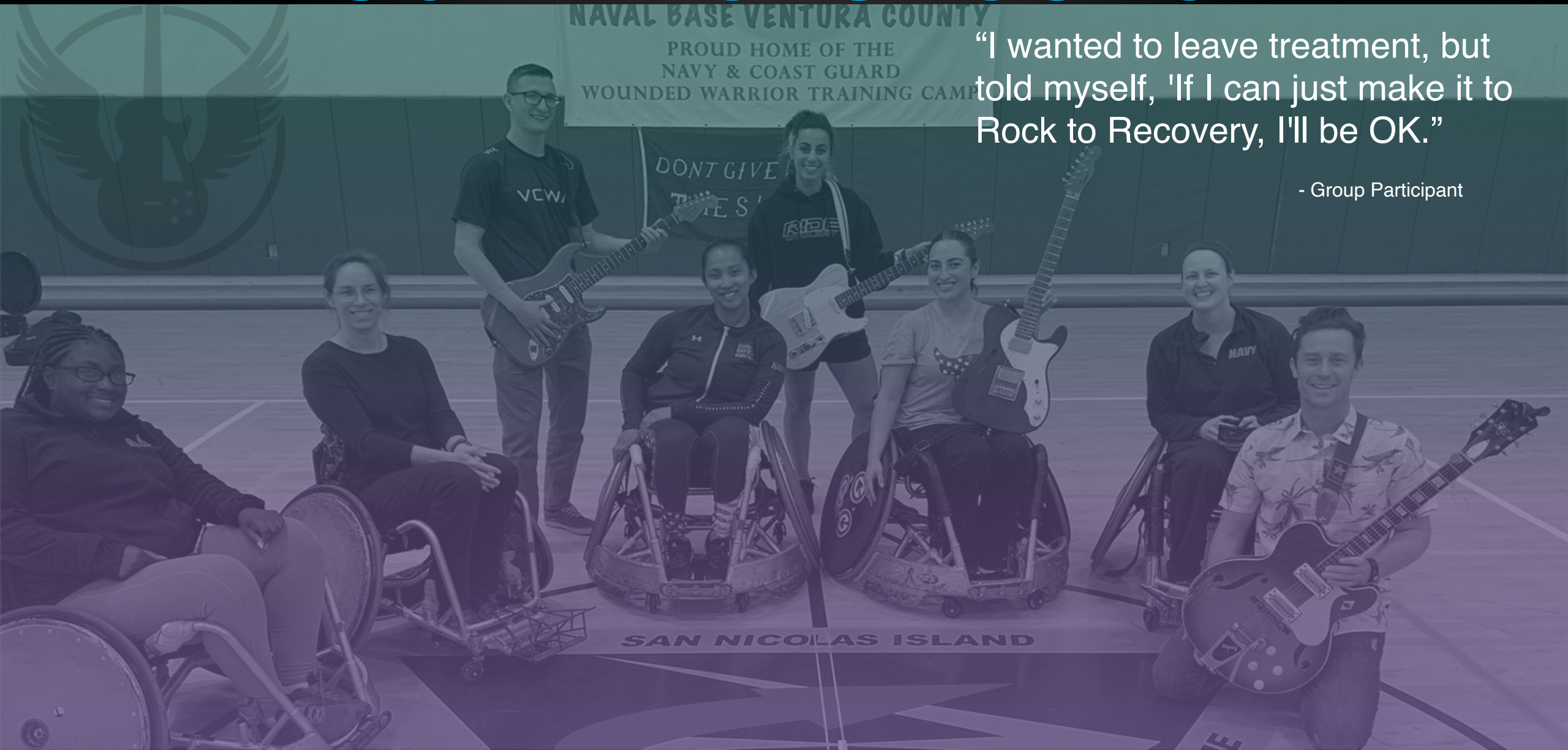




# PROGRAM SPONSORSHIP

“I wanted to leave treatment, but told myself, 'If I can just make it to Rock to Recovery, I'll be OK.'”

- Group Participant





# SPONSORSHIP



PROGRAM SPONSORSHIP enables Rock to Recovery to deliver our transformative programs with our amazing nonprofit partners. Your support helps us continue to offer the healing power of music to new organizations that could not otherwise afford a music program.

We work with a wide array of organizations. Though their missions vary, they share a similar focus of improving people's lives. We take the healing power of music to pregnant women getting off of IV drugs; youth; veterans overcoming trauma, amputation, traumatic brain injury and other service related injuries; individuals transitioning out of prison/jail; LGBTQ+ agencies focused on personal empowerment and acceptance; and many more.

Please let us know what populations you'd like your dollars to sponsor, leveraging the power of making music.

Program costs range from \$8,000-\$8,500 to provide weekly services for a year. The cost per person is approximately \$12/session.

Rock to Recovery is a registered 501(c)(3) non-profit organization - your donation may qualify as a charitable deduction for federal income tax purposes. Please consult your tax advisor



# BOARD



WES GEER  
Rock to Recovery



SONNY MAYO  
Rock to Recovery



SHARON GILDAY  
Down to Earth Business Management



PAUL MOEN  
Business Consultant



KERI ANN KIMBALL  
K-Star PR



MICHELLE ROSE GILMAN  
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JENNIFER GIMENEZ  
Board of Directors



TIM RYAN  
Board of Directors



LAURY MARTIN  
Board of Directors



TOM JONES  
Board of Directors



# CLIENTS

Just a few of our over one hundred partners.



**WOUNDED WARRIOR**  
carebeyondduty



U.S. Department  
of Veterans Affairs



CLIFFSIDE  
MALIBU



West Coast  
recovery centers



NEW DIRECTIONS  
FOR WOMEN



SOCIAL MODEL  
RECOVERY SYSTEMS



An Affiliate of  
Gateway Foundation



ELEVATE  
ADDICTION SERVICES



Century  
Villages  
at Cabrillo



# PRESENT & PAST SPONSORS & SUPPORTERS



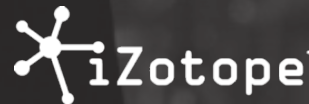
SIGNATURE TRACKS



SHELTON WILDER GROUP



de Castellane  
CREATIVE







# THANK YOU

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