THE PIATT FAMILY FOUNDATION PRESENTS
ROCK REGGAE
AND RELIEF 2023
AUGUST 19, 2023 | DOWNTOWN PITTSBURGH

ROCK REGGAE AND RELIEF 2023

HISTORY & MISSION

The mission of the Piatt Family Foundation is to provide aid to communities, organizations, families and individuals that are in financial, medical, environmental or civil distress through the curation of fundraising events and benefit festivals.

Rock, Reggae & Relief began in 2017 as a Caribbean-inspired block party and charity music festival that brings reggae tunes and feel-good vibes to the heart of Downtown Pittsburgh while raising money for our neighbors in need. Celebrating its 6th year in 2023, Rock, Reggae & Relief has grown to feature internationally celebrated artists and local partners. Each year the festival raises money for a non-profit that is helping to support our communities.

We have supported disaster relief in Puerto Rico, Asking for Change benefitting unhoused people in Pittsburgh, cancer research, 412Food Rescue and Café Momentum Pittsburgh, with headliners like Michael Franti, Gavin DeGraw, Jason Mraz, UB40 and the Wailers.

Our festival is intended to promote diversity, bring neighbors together, inspire creativity and offer opportunities for civic pride. We are looking for strategic partners who share our values to enhance community ties, promote business and be part of one of Pittsburgh's most exciting music events of the year as part of our ever-growing Rock, Reggae & Relief Family.

VISION

To provide the local community, visitors and sponsors with fun and memorable music and art in a street festival environment while raising money and awareness for causes that improve our community through the Piatt Family Foundation. We promise to deliver inclusion, appreciation and music in a safe and friendly environment.

ROCK REGGAE AND RELIEF 2023

2022 QUICK STATS

THE PEOPLE

- Over 1,700 attendees
- From: Greater Pittsburgh Area – Allegheny County, Washington County, Fayette County, Butler County, Westmoreland County
- West Virginia, Virginia, Maryland, Ohio & New York
- Demographics (Average)
  - 60% Female
  - 40 % Male

THE REACH

Media Hits Across

- Print
- Radio
- Television
- Digital
- Social

THE CAUSE

In 2022,
We raised $50,000 for Café Momentum Pittsburgh, an award-winning restaurant and culinary training facility that transforms young lives by equipping our community's neighbors involved in the juvenile justice system with life skills, education and employment opportunities to help them achieve their full potential.

Check Out Our 2022 Highlight Video Here

2022 SPONSORS

GRUBHUB COMMUNITY FUND

BOB FM 96.9

HIGHMARK

Maker's Mark

DIEHL
DIEHLAUTO.COM

FUKUI ARCHITECTS

GROSSMAN YANAK & FORD LLP
Certified Public Accountants and Consultants

millie's HOMEMADE ICE CREAM

CVS pharmacy

COZEN O'CONNOR

JLL

McGUIREWOODS

South Hills Movers

DENTONS COHEN & GRIGSBY

St. Moritz SECURITY SERVICES, INC.

Trulieve

ally do it right.

THE COURY FIRM
ESTABLISHED 1984

Clearway Community Energy

Sysco
At the heart of food and service

mascaro
... build with the best
design-builders
general contractors
construction managers
We deliver great experiences

S&T Bank
MEMBER FDIC

VALLOZZI

POINT PARK UNIVERSITY

ROCK REGGAE AND RELIEF 2023

2023 LINE-UP

Slightly Stoopid

SUBLIME

WITH

ROME

Tropidelic

ROOTS OF CREATION

KEYSTONE VIBE

FUBAR

ROCK REGGAE AND RELIEF 2023

TICKET LEVELS

VIP PLATINUM

- $350 Value
- Exclusive Front Row Access (NEW!)
- VIP Platinum Outdoor Lounge & Front of Stage Viewing Area
- Access to Indoor VIP Revel Lounge and VIP Platinum Lounge & Indoor Restrooms

VIP GOLD

- $200 Value
- Access to Indoor VIP Lounge & Indoor Restrooms
- Access to Close to Stage Viewing Area

GENERAL ADMISSION

- $85 Value
- Access to Food and Beverage Vendors
- Access to Merch & Public Facilities

THE CAUSE

About Catapult Greater Pittsburgh

Catapult Greater Pittsburgh engages in emergency resource distribution, peer-to-peer support, wealth building, trauma-informed financial counseling, and policy advocacy to ensure systematically disenfranchised communities can meaningfully achieve economic justice and lead dignified and equitable lives.

Pursuing economic justice one individual at a time through compassion, flexibility, innovation, dignity, and creating opportunities for personal growth in fair and equitable communities.

A donation to Catapult Greater Pittsburgh helps families we care about improve their economic and social well-being and moves our community toward economic justice.

Rock, Reggae & Relief 2023 will be supporting Catapult Greater Pittsburgh's Next Step Fund, Closing Cost and Down Payment Assistance Fund, which provides grants to individuals and families purchasing homes and building long term community equity.

Catapult
Greater Pittsburgh

THE ONE LOVE PACKAGE | $50,000

EXCLUSIVE

Named Presenting Sponsor
Inclusion as Presenting Sponsor on Event Logo
First Right of Refusal for 2024
(20) Sponsor VIP Tickets

(6) VIP Tickets to Reggae Season Kickoff with the Wailers May 19 at Roost Downtown

LOGO INCLUSION

Promotional Street Banners
Stage Banner
Staff & Volunteer T-Shirts
Promotional Cards
Website
Ticket Sales Page
All Digital and Traditional Media Buys
Day-Of Video Promotion on Stage

ON SITE ACTIVATION

Access to Sponsor VIP Area
Option for Video to Play Onstage Between Acts
Naming Option for On-Site Amenities

ONLINE ACTIVATION

Mention on Social Media with Option for Video Share
Name Recognition on Event Website
Description and Linked Logo on Website

TRADITIONAL MEDIA

Named Presenting Sponsor in Press Release
Referenced as Presenting Sponsor in All Event Mentions and Statements

THE SUMMERTIME PACKAGE | $25,000

EXCLUSIVE

First Right of Refusal for 2024
(10) VIP Tickets

(4) VIP Tickets to Reggae Season Kickoff with the Wailers May 19 at Roost Downtown

LOGO INCLUSION

Logo Included at Top of Sponsor Lists
Stage Banners
Staff & Volunteer T-Shirts
Website
Ticket Sales Page
All Digital and Traditional Media Buys
Static Logo on Stage Screen Between Acts

ON SITE ACTIVATION

Access to Sponsor VIP Area
Naming Option for On-Site Amenities

ONLINE ACTIVATION

Mention on Social Media with Option for Video Share
Name Recognition on Event Website
Description and Linked Logo on Website

TRADITIONAL MEDIA

Named Sponsor in Press Release

THE THREE LITTLE BIRDS PACKAGE | $10,000

EXCLUSIVE

(6) VIP Tickets

(2) VIP Tickets to Reggae Season Kickoff with the Wailers May 19 at Roost Downtown

LOGO INCLUSION

Stage Banners
Staff & Volunteer T-Shirts
Website
Ticket Sales Page
All Digital and Traditional Media Buys

ON SITE ACTIVATION

Access to Sponsor VIP Area

ONLINE ACTIVATION

Mention on Social Media
Name Recognition on Event Website
Description and Linked Logo on Website

TRADITIONAL MEDIA

Named Sponsor in Press Release

ROCK REGGAE AND RELIEF 2023

THE UNITY PACKAGE | $5,000

EXCLUSIVE

(4) VIP Tickets

(2) General Admission Tickets to Reggae Season Kickoff with the Wailers May 19 at Roost Downtown

LOGO INCLUSION

Stage Banners
Staff & Volunteer T-Shirts
Promotional Cards
Website

ON SITE ACTIVATION

Access to Sponsor VIP Area

ONLINE ACTIVATION

Mention on Social Media with All Sponsors
Name Recognition on Event Website
Description and Linked Logo on Website

TRADITIONAL MEDIA

Named Sponsor in Press Release

LET'S GET TOGETHER & FEEL ALRIGHT

ALL PACKAGES CAN BE CUSTOMIZED ACCORDING TO SPECIFIC SPONSORS. SPONSOR CHECKS AND DONATIONS CAN BE MADE TO THE PIATT FAMILY FOUNDATION, A 501c3.

WE LOOK FORWARD TO YOUR PARTICIPATION IN ROCK, REGGAE & RELIEF AND YOUR EFFORTS TOWARD MAKING PITTSBURGH A THRIVING AND DIVERSE MUSIC CITY.

THANK YOU

@ROCKREGGAERELIEF

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