ROCK THE EARTH

The national environmental advocacy group dedicated to defending the planet's natural resources by leveraging partnerships with the music industry and worldwide environmental community.

HOW WE DO IT

Environmental education at hundreds of concerts annually

Legal and technical representation for communities & coalitions lacking resources

Spearheading on-the-ground conservation projects

High issue exposure through artist/industry partnerships

HTTP://ROCKTHEEARTH.ORG
MUSIC PARTNERS

DEAD & CO  Foo Fighters  BONNIE RAITT
NATHANIEL RATELFF
TOM PETCHY  WEEN
John Butler Trio
String Cheese Incident
SHERYL CROW
DAVE MATTHEWS

MICHAEL FRANTI
INDIGO GIRLS  JACK JOHNSON
ALLMAN BROTHERS  BEATS ANTIQUE
RAILROAD EARTH  My Morning Jacket
BLACK CROWES  WILCO
And many more...
• HALTED drilling project in Colorado wilderness

• Successfully PETITIONED Chevron to withdraw from plans to industrialize Australian wilderness

• Helped to ESTABLISH Browns Canyon National Monument and Hermosa Creek Wilderness Area

• Worked to PROTECT the Northwest Hawaiian Islands and establish Papahanaumokuakea National Marine Monument

• Helped the Sioux Tribes CHALLENGE a uranium mine in Nebraska

• Inspired thousands to OPPOSE Mountain Top mining and demand more stringent fracking regulations

• Collected over 10,000 cellular phones for RECYCLING
MEMBERSHIP

- 2,000 PAID MEMBERS
- 24,000 NEWSLETTER SUBSCRIBERS
- OVER 9,700 TOTAL FANS/FOLLOWERS ON RTE SOCIAL NETWORKING SITES

COMMUNICATION

- OVER 1,300 TWEETS IN 2015
- AVERAGING 3-4 DAILY TWEETS IN 2015
- PROMOTION OF ENVIRONMENTAL ISSUES, SPONSORS AND CONSERVATION NEWS
OVER 230 CONCERTS in 28 states

9 MUSIC FESTIVALS including Bonnaroo, DelFest, Lock’N, Summencamp and more

1.5 MILLION: approximate concert attendees exposed to Rock the Earth

55,000 CONSTITUENT BASE and gained support of over 1,100 new members
RECENT & CURRENT BRAND PARTNERS

- BioLite
- Live Nation
- AEG
- Whole Foods Market
- Patagonia
- Gibson
- Starbucks
- Sonos
- Big Agnes
- Namaste Solar
- Taylor
SPONSOR BENEFITS

• National & year round brand exposure with music fans

• Association with a well-respected environmental advocacy organization

• Interactive outreach platform reaching earth-conscious consumers

• Ideal cause marketing opportunity for socially conscious company

• Product sample distribution

• Multi-city/state employee involvement opportunities

• High-impact social media impressions

• Opportunity for market data through event based intercept surveys
NATIONAL SPONSOR
Sponsorship across all concerts and festivals for extended period
• Sponsor details included on all pre-event internet marketing, including social network marketing, online press releases and email blasts
• Recognition on ROCK THE EARTH website and eNewsletter (throughout the year)
• Distribution of partnership materials to event attendees
• Brand signage (banner plus tabletops) displayed at all events
• Questions including in intercept surveys at events
• Distribution of sponsor product sample, where applicable

REGIONAL SPONSOR
Sponsorship of a single large event or smaller group of events
• Recognition on ROCK THE EARTH website and eNewsletter
• Brand signage/tabletop display
• Social network marketing of partnership

CONCERT SERIES OR EVENT SPONSOR
• Recognition on ROCK THE EARTH website and eNewsletter
• Distribution of partnership materials to event attendees
• Social network marketing of partnership

All levels of sponsorship and associated benefits are completely customizable and scalable. These benefits are only examples.
Listed two of ROCK THE EARTH’s Social Change Through Music sessions at Bonnaroo 2014 in “45 Best Things We Saw at Bonnaroo”

“The folks at ROCK THE EARTH are adept at aligning two seemingly disparate concepts—fantastic music and the environment, for example—for a great cause.”

“ROCK THE EARTH has helped steer the most unlikely musicians toward green activism.”

“ROCK THE EARTH has worked with more than 30 acts including Bonnie Raitt, the Allman Brothers Band, and Jack Johnson. It does everything from planting trees to buying emission credits on the open market, leading to a reduction in pollutants.”
“ROCK THE EARTH continues to serve a vital role in both the music and environmental communities. Not only does ROCK THE EARTH educate thousands of music fans every night about pressing issues that we face as a human race and work to protect some of America’s most threatened spaces, but ROCK THE EARTH also uses music to inspire people to take action and change their own lives.”

-MICHAEL FRANTI, ROCK THE EARTH ADVISORY BOARD
“This organization has been a faithful non-profit partner in my ongoing effort to share the message of ultimate environmental responsibility with fans at my concerts. Thank you, ROCK THE EARTH for helping to spread the word about protecting the environment and encouraging people to get involved at the local level. Keep up the great work!”

-BONNIE RAITT
PAIGE HEYDON
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