



(As seen on the cover of the Register Guard's Ticket section in support of Grrrlz Rock 2008, its second cover in three years)

Please join us in celebrating the incredible contribution of women within the local arts community!

What started as a celebration of women's contribution to the local music scene, Grrrlz Rock has now become one of Eugene's most inclusive and diverse collections of women in Lane County. 2009 will mark the fourth year of Grrrlz Rock which now includes events honoring women in comedy, film, dance, live rock, classical, tango and even women athletes and DJs. Panel discussions exploring the challenges that women face while employed in traditionally male dominated professions combined with mentoring sessions for women and girls, educate and empower a new generation of women in Lane County.

Grrrlz Rock has depended solely on local businesses and organizations to contribute to the cost of putting on the month-long festival. In 2008 over 21 sponsors contributed a total of over \$7,000. Due to economic strife, future Grrrlz Rock efforts may be challenged by a reduction in funding. Grrrlz Rock 2009 has received a generous grant from the Lane Arts Council which will help lessen this blow and maintain the level of quality and complexity it has grown to know. The City of Eugene Cultural Services Department is also stepping up to support Grrrlz Rock 2009 by providing free City owned venue rental and official Mayoral support.



One of the most wonderful things about participating within the Grrrlz Rock Concert Series is its feeling of community for everyone involved. Each participating performer (including men) receive a GR t-shirt with their act's name on it, a VIP pass which entitles entry to the full month's events, and \$75 to each act. Every act, regardless of age, experience or draw receives the same compensation. This emphasizes a commitment to equality and community among local performers. Grrrlz Rock performers are also given opportunities for promotional appearances such as radio interviews, in-store performances and meet and greet sessions. This provides a level of exposure and appreciation for the artists that they do not get with any other event. There truly is no other event like Grrrlz Rock which engages a community of inspiring and talented women and girls and the community of families who love them!

Our Sponsors Rock!

Grrrlz Rock has engaged a diverse collection of local businesses and community sponsors who celebrate the opportunity to appreciate the contribution of women within the local arts. Sponsorship levels averaging \$250-\$1,000 include Women's health care organizations, media and products/services with women and families as their primary customer base.



2006



2007



2008

Business Sponsor opportunities:

Beginning at \$250 – Community (*Super Grrrl!*) Sponsorship

~ A total of 4 VIP passes that will provide free admission to each and every event within the series (Some limitations may apply). Previous year's passes were valued at approx. \$80 each.

~ Your business NAME will appear on ALL promotional materials including hand bills, flyers, advertisements and others to be determined. Previous years included T-shirts.

~ You will be invited to "shout out" within our print advertising in support of a local woman who inspires others.



Beginning at \$500 – Sustaining (*Grrrlfriend!*) Sponsorship

~ A total of 8 VIP passes that will provide free admission to each and every event within the series (Some limitations may apply). Previous year's passes were valued at approx. \$80 each.

~ Your business LOGO will appear on ALL promotional materials including hand bills, flyers, advertisements and others to be determined. Previous years included T-shirts.

~ Your business banner (provided by sponsor) will be displayed in a prominent location at each event during the month of November.

~ You will be invited to "shout out" within our print advertising in support of a local woman who inspires others.

Beginning at \$1,000 – Foundational (*Sugar Mama!*) Sponsorship

~ A total of 16 VIP passes that will provide free admission to each and every event within the series (Some limitations may apply). Previous year's passes were valued at approx. \$80 each.



- ~ Your business LOGO will appear on ALL promotional materials including hand bills, flyers, advertisements and others to be determined. Previous years included T-shirts.
- ~ Your business banner (provided by sponsor) will be displayed in a prominent location at each event during the month of November.
- ~ Your business will receive special advertising opportunities which may include additional ad space within newsprint, program, and other promotional materials.
- ~ You will be invited to “shout out” within our print advertising in support of a local woman who inspires others.



\$2,000 – Presenting (Goddess!) Sponsorship

- ~ A total of 32 VIP passes that will provide free admission to each and every event within the series (Some limitations may apply). Previous year’s passes were valued at approx. \$80 each.
- ~ Your business LOGO will appear on ALL promotional materials including hand bills, flyers, advertisements and others to be determined. Previous years included T-shirts.

- ~ Your business banner (provided by sponsor) will be displayed in a prominent location at each event during the month of November.
- ~ Your business will receive special advertising opportunities which may include additional ad space within newsprint, program, other promotional materials.
- ~ Your business will be listed above the title of the event, and will be invited to join in visionary and creative design of the series.
- ~ Your business will be the ONLY sponsor highlighted within the first ever KVAL television commercial!!
- ~ You will be invited to “shout out” within our print advertising in support of a local woman who inspires others.
- ~ Additional perks designed especially for you!

Individuals are invited to support Grrrlz Rock as well. In addition to the options listed above, we are excited to share new opportunities to join in the fun!

Beginning at \$100 –Grrrl About Town!

- ~ A total of 2 VIP passes that will provide free admission to each and every event within the series (Some limitations may apply). Previous year’s passes were valued at approx. \$80 each.
- ~ You will be invited to “shout out” within our print advertising section “You Go Grrrl!” in support of a local woman who inspires others.

Beginning at \$50 – *You Go Grrrl!*

~ You will be invited to “shout out” within our print advertising in support of a local woman who inspires others.

Grrrlz Rock! 2008 Summary

The 2008 Grrrlz Rock! Concert series was a huge success. It didn't make a lot of money; in fact, it broke even for the third year running. This is actually a HUGE accomplishment. The true measure of success, however, for this month-long



festival, is its ability to engage a new generation of young performers, an ever growing community of pro-women artists and intellectually inspire students who not only enjoyed the shows, but also explored issues of equality and gender. We are proud to have accomplished such huge growth within just three years.

Sample Budget (from 2008):

Print Advertising	2150
Posters/flyers/handbills/stickers	740
Contractors (sound, stage management, security, etc)	1350
Rent (Tango Center)	72
T shirts	2479
Banners (stage and downtown)	470
Coordination (Cindy Ingram)	226
Graphic Designer	500
ECRG Gems promotional event sponsorship	200
Talent fees (\$75 per act (38), \$100 for sessions)	2950

Tips (to venue door/bartender staff)	70
Total Cost	11,207

Door (After venue takes % off the top)	3837
Sponsorship	7050
T-shirt sales	20
Revenue saved from 2007 Grrrlz Rock	300
Total Income	11,207



What are some other facts about the 2008 Grrrlz Rock Series?

There were more than 52 performing acts within the series
 A total of over 450 individuals participating
 21 sponsors
 20 shows
 14 volunteers/interns
 12 venues
 All within the month of November

Events included comedy, live music of many genres spanning classical piano to classic rock; dance, comedy, jam sessions, mentoring, discussion groups, hair design, a dj dance party and a women's film festival.

500 VIP Passes were distributed to all performs, sponsors, media and volunteers
 420 t-shirts were given away

Goals for the future:

Grrrlz Rock will continue to expand its community of support through media partnerships and business sponsorships. Grrrlz Rock will also continue its commitment to local non-profit organizations by contributing all of its proceeds to one very lucky pro-women's organization: SASS (Sexual Assault Support Services of Eugene). GR and SASS will co-produce the month's events and will educate Lane County of the many helpful and inspiring services that SASS brings to our community.



More about SASS:

Sexual Assault Support Services of Lane County is a non-profit organization providing community education, outreach, advocacy and support to survivors of sexual violence and their families. SASS advocates listen, believe, support, accompany, offer information and referrals and provide peer counseling to survivors of assault past and present. SASS maintains a 24-hour [crisis line](#) and 24-hour [advocacy](#) for survivors of sexual assault and sexual abuse. SASS also works in collaboration with local authorities to aid in criminal prosecution, prevention and legislative advocacy. SASS provides incredibly popular self defense classes and workshops for women and girls of all ages, and works to keep women safe in Lane County. (More: <http://www.sass-lane.org/>)

Grrrlz Rock 2009 Events in the works!

- ★ 1st Friday Art Walk featuring women artists within Lane County hosted by the Mayor of Eugene, Kitty Piercy and other female civic leaders, and followed by a FREE reception within the downtown area.
- ★ Music events to take place within the following confirmed venues: The District, The WOW Hall, Sam Bond's Garage, Axe & Fiddle in Cottage Grove, and John Henry's.
- ★ Two full days and evenings within the all ages/family friendly venue of Cozmic Pizza.
- ★ SASS open house and educational event(s) including women's self defence.
- ★ Pacific Northwest Women's Comedy Festival to take place within the Historic Wildish Theatre in downtown Springfield.
- ★ A special "Gender focused" event beginning with speakers and panel discussions exploring the trans experience and gender identification, and followed by a performance by local gender bending Drag Queen and Drag King performers.
- ★ And much, much more!!