Bloomberg Philanthropies presents

LOVE ROCKS NYC

BEACON THEATRE - MARCH 7TH

PRODUCED BY JOHN VARVATOS  GREG WILLIAMSON  NICOLE RECHTER
GOD’S LOVE WE DELIVER cooks and home-delivers nutritious, medically tailored meals for people too sick to shop or cook for themselves. Founded in 1985 as a response to the AIDS pandemic, we now serve people living with more than 200 different diagnoses. To support the health and well-being of our clients, we provide ongoing nutrition assessment, education, and counseling, and advocate for food and nutrition support. God’s Love is a non-sectarian organization serving individuals living with illness, and their children and caregivers. With a community of thousands of volunteers, we home delivered more than 3.6 million medically tailored meals to nearly 13,000 individuals last year. All services are free to clients and full of love.

LOVE ROCKS NYC is a marquee annual music event that raises funds and unites new and existing supporters for the beloved New York City charity, God’s Love We Deliver. The concert, which has become one of the premiere benefit concerts in the country, is known for hosting riveting performances and unique artist collaborations from many of the world’s most talented and revered artists. Each year, on the stage at the historic Beacon Theatre, artists, actors and the audience are brought together for one common goal: to help feed New Yorkers who are too sick to cook or shop for themselves and do it through the healing power of live music! All proceeds from Love Rocks NYC benefit God’s Love We Deliver.

THE SUCCESS OF LOVE ROCKS NYC

• Over 2.8 million medically tailored meals delivered
• Over $28,000,000 raised
• SOLD OUT each year
• Billions of media impressions
ARTISTS WHO HAVE SUPPORTED LOVE ROCKS NYC:

**PAST HOSTS**
- Stephen Colbert
- Whoopi Goldberg
- David Letterman
- Kevin Bacon
- Martin Short
- Phoebe Robinson
- Michael Imperioli
- Steve Schrippa

**HOUSE BAND**
- Michael Bearden
- Larry Campbell
- Steve Gadd
- Eric Krasno
- Pedrito Martinez
- Shawn Pelton
- Greg Phillinganes

**MUSICAL DIRECTOR & BANDLEADER**
- Will Lee

**PAST ARTISTS**
- John Mayer
- Dave Matthews
- Jon Bon Jovi
- Robert Plant
- Keith Richards
- Norah Jones
- Sheryl Crow
- Andra Day
- Jackson Browne
- James Taylor
- Hozier
- Gary Clark Jr.
- Ziggy Marley
- St. Vincent
- Derek Trucks
- Susan Tedeschi
- Pat Benatar & Neil Giraldo
- Marcus King
- The Black Crowes
- Heart
- Emmylou Harris
- Lucinda Williams
- Mavis Staples
- Warren Haynes
- Joe Bonamassa
- Billy F Gibbons
- Donald Fagen
- Joss Stone
- Grace Potter
- Larkin Poe
- Melissa Etheridge
- Cyndi Lauper
- Emily King
- Sara Bareilles
- Allison Russell
- Yola
- David Shaw
- Ayron Jones
- Rufus Wainwright
- Joe Walsh
- Trombone Shorty
- Lukas Nelson

**NEW ARTISTS**
- John Mcrenroe
- Gina Gershon
- Bill Murray
- Paul Shaffer
- Chevy Chase
- Neil Patrick Harris
- David Burtka
- Laurence Fishburne
- Grace Potter
- Larkin Poe
- Melissa Etheridge
- Cyndi Lauper
- Emily King
- Sara Bareilles
- Allison Russell
- Yola
- David Shaw
- Ayron Jones
- Rufus Wainwright
- Joe Walsh
- Trombone Shorty
- Lukas Nelson
SPONSORSHIP BENEFITS

- *The Wall Street Journal* high-profile global print placements
- Condé Nast high-profile global print and digital placements
- Digital visibility from stage, night of show
- Circle of Love (premier) seating
- Access to the exclusive VIP Rehearsal Event catered by Daily Provisions, Gramercy Tavern & Shake Shack

PAST SPONSORS HAVE INCLUDED

- BLOOMBERG PHILANTHROPIES
- STEVEN & ALEXANDRA COHEN FOUNDATION
- SECUNDA FAMILY FOUNDATION
- RJKB FAMILY CHARITABLE FOUNDATION
- CAA BRAND MANAGEMENT
- THE CAMPBELL/RIBBECKE FAMILY
- DK DISPLAY
- DOUGLAS ELLIMAN REAL ESTATE
- GRAMERCY TAVERN
- GREG WILLIAMSON REAL ESTATE
- RWE PARTNERS
- SHAKE SHACK
- VILLA ONE
- DAILY PROVISIONS

OFFICIAL MEDIA SPONSORS

- CONDÉ NAST
- iHEART MEDIA
- Q104.3
- THE WALL STREET JOURNAL
Prior to the event, Staples discussed God's Love We Deliver and the non-profit's importance. “People are so passionate with what they’re doing, helping to feed people who can’t get out [of their situation]... I couldn’t hold back the tears,” the singer said.

Love Rocks NYC 2020: A Pandemic of Caring

Love Rocks NYC and God's Love We Deliver were featured on “CBS This Morning Saturday” with Anthony Mason. This was national coverage for the concert and the organization.

Since starting in 2017, the Love Rocks NYC benefit concerts have raised more than $6 million for God’s Love We Deliver. The New York-based charity provides life-sustaining meals and nutrition counseling for people living with severe illnesses.

“We had amassed all of this great knowledge about nutrition and the power of food to heal people and to make their lives better,” says Karen Pearl, former president/CEO of God’s Love We Deliver. “How could we not say yes to those people? So we made that transition. Today, we have clients with over 200 different diagnoses.” Those diagnoses include also cancer, heart disease and multiple, overlapping medical conditions.

What do you get when you sum countless Grammy winners, philanthropic goodwill, and an all-nighter of pure rock ‘n’ roll? Love Rocks NYC, of course—the annual concert fundraiser for God’s Love We Deliver, a New York-based organization that cooks and home-delivers nutritious meals to civilians (and their loved ones) in need.
SPONSORSHIP OPPORTUNITIES
PRESENTING SPONSOR: $1,000,000

NAMING RIGHTS TO SHOW
COMPANY NAME RECOGNITION
(ADVERTISING - PRINT/DIGITAL)
PREMIER LOCATION/SIZE
COMPANY NAME RECOGNITION
ON STEP & REPEAT

100 Orchestra Circle of Love Tickets
100 VIP Cocktail Party Tickets
100 Open Bar for Night of Show (3 Hours)
100 Official LRNYC Concert Shirts designed by John Varvatos
8 Backstage Red-Carpet Entrance & Photo Night of Show
8 Exclusive Access Passes to Backstage & ALL Rehearsals
1 Meet & Greet with Artist of Choice + Photo for Purchaser + Guest (subject to artist approval)
70 Exclusive Rehearsal Event Tickets night before the show @ The Beacon
catered by Gramercy Tavern, Shake Shack & Daily Provisions
1 Love Rocks NYC Poster Autographed by All Artists
Digital Stage Recognition

Example
**TITLE SPONSOR: $500,000**

- 70 Orchestra Circle of Love Tickets
- 70 VIP Cocktail Party Tickets
- 70 VIP Entrance for Night Of Show
- 70 Open Bar for Night of Show (3 Hours)
- 70 Official LRNYC Concert Shirts designed by John Varvatos
- 4 Backstage Red-Carpet Entrance & Photo Night of Show
- 4 Exclusive Access Passes to Backstage & ALL Rehearsals
- 1 Meet & Greet with Artist of Choice + Photo for Purchaser + Guest (Subject to artist approval)
- 30 Exclusive Rehearsal Event Tickets night before the show @ The Beacon catered by Gramercy Tavern, Shake Shack & Daily Provisions
- 1 Love Rocks NYC Poster Autographed by All Artists
- Digital Stage Recognition
- Company Name Recognition on Step & Repeat

**PLATINUM SPONSOR: $250,000**

- 40 Orchestra Circle of Love Tickets
- 40 VIP Cocktail Party Tickets
- 40 VIP Entrance for Night Of Show
- 40 Open Bar for Night of Show (3 Hours)
- 40 Official LRNYC Concert Shirts designed by John Varvatos
- 2 Backstage Red-Carpet Entrance & Photo Night of Show
- 2 Exclusive Access Passes to Backstage & ALL Rehearsals
- 1 Meet & Greet with Artist of Choice + Photo for Purchaser + Guest (Subject to artist approval)
- 20 Exclusive Rehearsal Event Tickets night before the show @ The Beacon catered by Gramercy Tavern, Shake Shack & Daily Provisions
- Company Name Recognition on Step & Repeat

**GOLD SPONSOR: $100,000**

- 20 Orchestra Circle of Love Tickets
- 20 VIP Cocktail Party Tickets
- 20 VIP Entrance for Night Of Show
- 20 Open Bar for Night of Show (3 Hours)
- 20 Official LRNYC Concert Shirts designed by John Varvatos
- 10 Exclusive Rehearsal Event Tickets night before the show @ The Beacon catered by Gramercy Tavern, Shake Shack & Daily Provisions
- Digital Stage Recognition

**SILVER SPONSOR: $50,000**

- 12 Orchestra Circle of Love Tickets
- 12 VIP Cocktail Party Tickets
- 12 VIP Entrance for Night Of Show
- 12 Open Bar for Night of Show (3 Hours)
- 12 Official LRNYC Concert Shirts designed by John Varvatos
- 4 Exclusive Rehearsal Event Tickets night before the show @ The Beacon catered by Gramercy Tavern, Shake Shack & Daily Provisions
- Digital Stage Recognition

**ULTIMATE LOVE: $30,000**

- 8 Orchestra Circle of Love Tickets
- 8 VIP Cocktail Party Tickets
- 8 VIP Entrance for Night Of Show
- 8 Open Bar for Night of Show (3 Hours)
- 8 Official LRNYC Concert Shirts designed by John Varvatos
- 4 Exclusive Rehearsal Event Tickets night before the show @ The Beacon catered by Gramercy Tavern, Shake Shack & Daily Provisions
- Digital Stage Recognition

**IF INTERESTED, PLEASE CONTACT:**
STEPHEN COVELLO 212.294.8144
scovello@glwd.org
VIP PACKAGES
**LOVE VIP: $7,500**

- 2 Orchestra Circle of Love Tickets
- 2 VIP Cocktail Party Tickets
- 2 VIP Entrance for Night of Show
- 2 Open Bar for Night of Show (3 hours)
- 2 Official LRNYC Concert Shirts designed by John Varvatos
- Digital Stage Recognition

**VIP: $5,000**

- 2 LOGE Circle of Love Tickets
- 2 VIP Cocktail Party Tickets
- 2 VIP Entrance for Night of Show
- 2 Open Bar for Night of Show (3 hours)
- 2 Official LRNYC Concert Shirts designed by John Varvatos
- Digital Stage Recognition

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Detroit born, music loving fashion designer John Varvatos, launched his namesake brand in 2000 after heading up design for both Calvin Klein and Ralph Lauren. Throughout his career music has been a cornerstone of inspiration for his designs and ad campaigns as well as his many other projects. There’s his record label John Varvatos: Big Machine, his book, John Varvatos: Rock in Fashion, and his docu series PUNK. Most importantly John uses his passion for music to help others. He’s helped raise over fifty million dollars producing benefit concerts for Stuart House, God’s Love We Deliver, WhyHunger, NAACP Legal Defense Fund (LDF), VH1: Save the Music and the David Lynch Foundation.

Greg Williamson is an investor and a top NYC residential real estate broker at Douglas Elliman Real Estate. He is also a concert producer and a co-founder of RWE Partners. Greg has produced concerts for CBS TV and various organizations/institutions including God’s Love We Deliver, Tulane University, The Americana Music Association and The Blues Foundation of America. He is on the Board of Trustees of God’s Love We Deliver, The Board of Directors of the City Parks Foundation, the Board of Directors of The Churchill School and Center, and actively involved with Central Synagogue and various other organizations and not-for-profits.

Nicole Rechter has 20 years of experience in the global events business, and owns and operates a corporate meeting and event company called Integra Productions. Known for her long-term relationships and tenacious nature, Nicole is a leader in her industry. Seeing a niche in the corporate event world for unique talent fulfillment, and finding a partner with similar passions and complementary strengths, Nicole co-founded RWE Partners with Greg Williamson. Together they have co-founded and co-produced, along with John Varvatos, Love Rocks NYC, as well as other live concerts and TV music specials. Nicole is involved with and supports many professional and charitable organizations, most notably God’s Love We Deliver, Seena Magowitz Foundation, HANDY and Women’s Business Enterprise National Council.
MICHAEL ANTHONY Executive Chef/Partner, Gramercy Tavern
ALBERTO APODACA Media
ANDREW BILZIN Director Of Investor Relations, Echo Street Capital Management
JACKSON BROWNE Singer & Songwriter
DAVID BURTKA Actor & Professional Chef
SEAN CASSIDY President, DKC
DANNY CLINCH Photographer & Film Director
JOSH COHEN Film Producer
MARCO COHN Singer & Songwriter
ANN CUTBILL LENANE Licensed Real Estate Broker, Douglas Elliman Real Estate
JONAH DISEND Founding Partner of Complementary Colors
SAM DUMAS Founder, Leeway Home
TIM FRANCIS Of Counsel, Sher Garner Law Firm
ELIZABETH FREUND Founder & Owner, Beautiful Day Media & Management LLC
GINA GERSON Actresses
NEIL PATRICK HARRIS Actor
JED HILLY Executive Director, Americana Music Association
CRAIG KALLMAN Chairman & CEO, Atlantic Records
JOE KILLIAN CEO & Impresario, Killian & Company
ELIZABETH LEAVITT President, Levine/Leavitt
JUSTIN MARCUS COO, Princeton Information Ltd
ANTHONY MASON Senior Culture Correspondent
JOHN McENROE Tennis Player
TERRENCE MECK Co-Founder & President, The Palette Fund
DANNY MEYER New York City Restaurateur & CEO Of Union Square Hospitality Group
ZACH NASH Ares Management
CHARLES B. ORTNER Partner, Proskauer Rose LLP
TOM POLEMAN Chief Programming Officer & President iHeartMedia National Programming Group
BILL RIBBECHE VP Investments, JPB Foundation
JANE ROSE Manager, Keith Richards
CINDY SECUNDA
PETER SHAPIRO President, Dayglo Ventures
PAUL SIEGEL Rolling Fork Music
PATTY SMYTH Singer & Songwriter
DAVID TERVEEN Owner, DK Display
RUSS TITELMAN Record Producer, Songwriter, Musician
TAMARA TUNIE Film, Stage/Television Actress, Director & Producer
JOYCE VARVATOS Art Advisor & Documentarian
ROB VERDERESE Head Of Cash Trading, Virtu Financial
SCOOTER WEINTRAUB Owner, W Management
ERIC WELLMAN Program Director, WAXQ Q104.3
KATY WILLIAMSON Director, RJKB Family Charitable Foundation
PERRY WOLFMAN CEO, CAA Brand Management
SHERIDAN WRIGHT Philanthropist
• 3.6 MILLION HOME-DELIVERED MEALS LAST YEAR
• 260,000+ MILES DRIVEN ANNUALLY
• FREE TO CLIENTS, CHILDREN, AND CAREGIVERS
• HELPED BY THOUSANDS OF VOLUNTEERS EACH YEAR
• NEVER A WAITING LIST
• SERVING EVERY BOROUGH IN NYC SINCE 1985
• MORE THAN HALF OF CLIENTS LIVING WITH 3 OR MORE DIAGNOSES
• BEING SICK AND HUNGRY IS A CRISIS THAT DEMANDS AN URGENT RESPONSE

WE CAN HELP.
BIG THANKS TO
DANNY CLINCH
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PHOTOGRAPHY