

**Bloomberg  
Philanthropies** PRESENTS

# LOVE LOOKS NYC

**BEACON  
THEATRE**  
**MARCH  
7TH**



**GOD'S LOVE  
WE DELIVER®**

PRODUCED BY JOHN VARVATOS GREG WILLIAMSON NICOLE RECHTER



# 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**

**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.

# ARTISTS WHO HAVE SUPPORTED LOVE ROCKS NYC:



**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**

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## **PAST HOSTS**

**STEPHEN COLBERT  
WHOOPI GOLDBERG  
DAVID LETTERMAN  
KEVIN BACON  
MARTIN SHORT  
PHOEBE ROBINSON  
MICHAEL IMPERIOLI  
STEVE SCHRIPPA**

## **LAURENCE FISHBURNE**

**JOHN MCENROE  
GINA GERSHON  
BILL MURRAY  
PAUL SHAFFER  
CHEVY CHASE  
NEIL PATRICK HARRIS  
DAVID BURTKA**

## **MUSICAL DIRECTOR & BANDLEADER WILL LEE**

## **HOUSE BAND**

**MICHAEL BEARDEN  
LARRY CAMPBELL  
STEVE GADD  
ERIC KRASNO  
PEDRITO MARTINEZ  
SHAWN PELTON  
GREG PHILLINGANES**

# 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**
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## 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

# PRESS EXPOSURE





**RollingStone**

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.

[Read Full Article Here](#)

**Forbes**

Love Rocks NYC 2020: A Pandemic of Caring

[Read Full Article Here](#)

**CBS**

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.

[Read Full Article Here](#)

"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."

[Read Full Article Here](#)

**billboard**

"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.

[Read Full Article Here](#)

**VOGUE**

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.

[Read Full Article Here](#)

# SPONSORSHIP OPPORTUNITIES

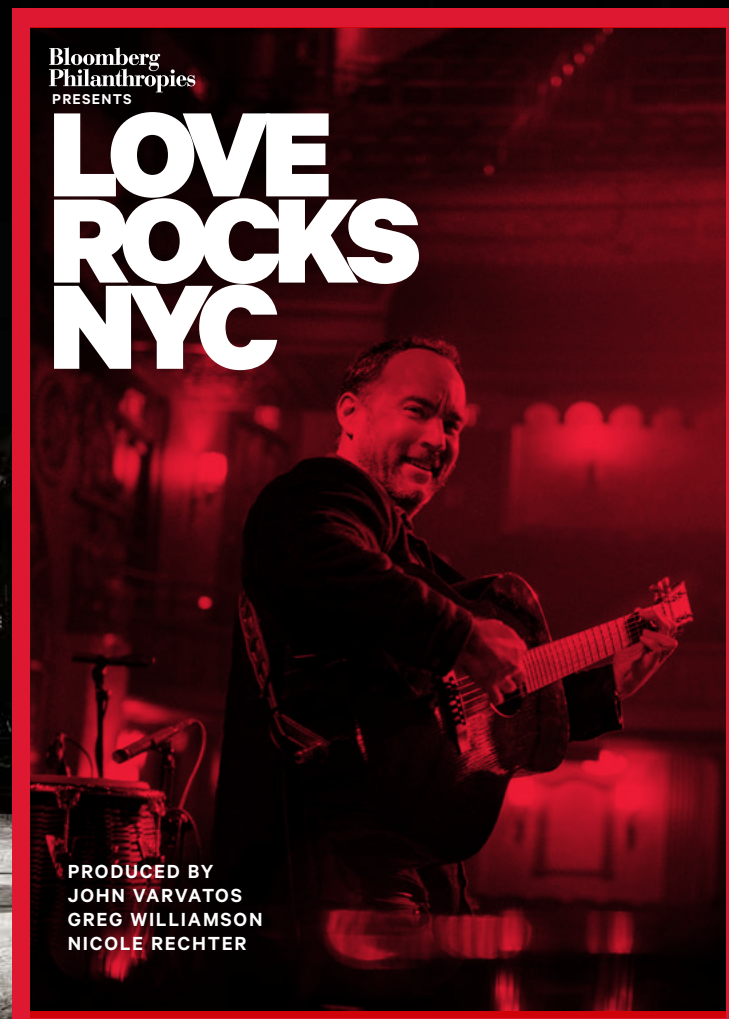


# PRESENTING SPONSOR: \$1,000,000

**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  
6 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

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### **IF INTERESTED, PLEASE CONTACT:**

STEPHEN COVELLO 212.294.8144

[scovello@glwd.org](mailto: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

### IF INTERESTED, PLEASE CONTACT:

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# EXECUTIVE PRODUCERS



## JOHN VARVATOS

### CHAIRMAN & DESIGNER

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

### FOUNDER, THE WILLIAMSON TEAM AND A CO-FOUNDER OF RWE PARTNERS AND THE SOHO SESSIONS

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

### FOUNDER, INTEGRA PRODUCTIONS AND A CO-FOUNDER OF RWE PARTNERS AND THE SOHO SESSIONS

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.

# BOARD OF ADVISORS

**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  
**MARC 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  
**SETH FRANK** President, Experience Vinyl  
**ELIZABETH FREUND** Founder & Owner, Beautiful Day Media & Management LLC  
**GINA GERSHON** Actress  
**NEIL PATRICK HARRIS** Actor  
**JED HILLY** Executive Director, Americana Music Association  
**CRAIG KALLMAN** Chairman & CEO, Atlantic Records  
**JOE KILLIAN** CEO & Impresario, Killian & Company  
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**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

LOVE  
ROCKS  
NYC

# **GOD'S LOVE WE DELIVER**

## **MEALS THAT HEAL. DELIVERED WITH LOVE.**

- **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.**



**GOD'S LOVE  
WE DELIVER®**



God's Love We Deliver receives 4-star rating from Charity Navigator for the 10th year in a row! Only 5% of the 1.5 million charities rated by Charity Navigator have achieved this status. We are honored to be recognized for this effort by Charity Navigator. We will continue to keep our standards high, so that our clients and our donors know how much we value their confidence and generosity

# LOVE ROCKS NYC

LOVEROCKSNYC.COM

BIG THANKS TO  
DANNY CLINCH  
AND KIM MANCUSO  
FOR ALL THE AMAZING  
PHOTOGRAPHY

