

# ROCKIN THE RED CARPET WITH RICK FAIRLESS

Benefitting Serenity Veterans Village



*Join multiplatinum rock band WARRANT and celebrity guest hosts for a live broadcast from the tie dyed red carpet, a special concert, and so much more - all for a great cause. Oct. 1<sup>st</sup> - 3<sup>rd</sup> 2021 More Details at [RockinTheRedCarpet.com](http://RockinTheRedCarpet.com)*



*Paul Salfer and Jenn Reed welcome celebrities from around the country on the Red Carpet (Tye Dyed)...*

*Several bands will support the cause over three days plus laugh it up with the Veterans of Comedy team...*



*Rick and Lena Fairless are giving you the two day pass for FREE that comes with FREE parking but they do encourage all to donate to a very special cause if you can...*

**GET TIX WHILE SUPPLIES LAST [WWW.ROCKINTHEREDCARPET.COM](http://WWW.ROCKINTHEREDCARPET.COM)**

Rockin The (tie dyed) Red Carpet with Rick Fairless featuring multiplatinum rock band Warrant and many others



## Celebrating Stokers 25<sup>th</sup> anniversary and Rick Fairless 65<sup>th</sup> birthday

This year Rockin The Red Carpet for a Cause returns for its 10<sup>th</sup> anniversary. The event has always been about bringing attention to charities and has raised awareness and hundreds of thousands of dollars for Make-A-Wish Foundation, Wounded Warriors, and Music for Relief with Vince Neil of Motley Crue, Cowboys Legends, Drew Pearson and Randy White, Gene Simmons of KISS, Actor Billy Blair, Mark Slaughter of Slaughter, and Robert Mason of Warrant to name a few. Hundreds of celebrities have walked the red carpet over the last decade to help support the causes attached.

This year will be one of the biggest (tie dyed) red carpet events ever. Keeping with tradition, the event will support two great causes. Serenity Veterans Village – From building tiny homes for our Veterans to job placement they are becoming the go to organization for Veteran needs.

[Rockin the Red \(tie dyed\) Carpet - Friday thru Sunday Oct 1<sup>st</sup> – 3<sup>rd</sup> 2021 Stokers Dallas, TX](#)



# CONTACT INFORMATION

**2021 COMMITMENT DEADLINES**  
**EARLY DEADLINE: August 1<sup>st</sup>, 2021 LATE**  
**DEADLINE: August 15<sup>th</sup>, 2021**

Connect with Rockin The Red Carpet for a Cause 2021

Rick Fairless, Legendary Bike Artist/Builder

Owner of Stokers

[rick@stokersdallas.com](mailto:rick@stokersdallas.com)

[stokersdallas.com/ricks-bio/](http://stokersdallas.com/ricks-bio/)

Venue for Festival

9304 Harry Hines Blvd

Dallas, TX 75235

[www.StokersDallas.com](http://www.StokersDallas.com)

Tom Stokes

Executive Producer

[producer@RockinTheRedCarpet.com](mailto:producer@RockinTheRedCarpet.com)

Ph. 214.454.2035

[www.RockinTheRedCarpet.com](http://www.RockinTheRedCarpet.com)

[Facebook.com/rockintheredcarpet](https://www.facebook.com/rockintheredcarpet)

Media Director

Paul Salfen

Press Inquires

[Paul@PaulSalfen.com](mailto:Paul@PaulSalfen.com)

Red Carpet Media Check In

Brittany Spaniel

[Brittany@Disingerm.com](mailto:Brittany@Disingerm.com)

A/V LIVE Broadcast

Robert Martinez

Producer/Director

[info@RockinTheRedCarpet.com](mailto:info@RockinTheRedCarpet.com)

Advertising / Sponsorship Inquiries

[info@RockinTheRedCarpet.com](mailto:info@RockinTheRedCarpet.com)

Hair & Makeup/ Special FX Artist Director

Brittney McLain

[bookbabemua@gmail.com](mailto:bookbabemua@gmail.com)

Connect with Rockin The Red Carpet Charity 2021



Serenity Veterans Village 501C3

Director Lauren Andrade

1114 Epps Rd

Palmer Texas 75152

(469) 319-1229

[info@serenityveteransvillage.org](mailto:info@serenityveteransvillage.org)

[www.serenityveteransvillage.org](http://www.serenityveteransvillage.org)



[Rockin the Red \(tie dyed\) Carpet - Friday thru Sunday Oct 1<sup>st</sup> – 3<sup>rd</sup> 2021 Stokers Dallas, TX](#)

PRESS CONTACT:

Paul Salfen

[paul@paulsalfen.com](mailto:paul@paulsalfen.com)

***Charity event Rockin The Red Carpet celebrates 10 years with legendary motorcycle builder Rick Fairless for a tie dyed red carpet with multiplatinum band Warrant***

(Dallas, TX ) – On Friday – Sunday, October 1<sup>st</sup> through 3<sup>rd</sup> 2021, legendary local motorcycle builder Rick Fairless will celebrate Stokers 25th Anniversary with several celebrity guest hosts with live performances by multiplatinum rock band Warrant, Empiires, Randy Jackson of Zebra, MESSER, Dallas Cowboys Players, Veterans of Comedy, and many more acts to be announced. With incredible music, a celebrity red carpet that will be tie dyed for the occasion, great food, and an atmosphere like no other.

***“I’m excited to announce this milestone for Stokers Dallas and more excited about sharing the weekend with my family, friends, and fans. We look forward to seeing you here to bring awareness to and raise funds for the Serenity Veterans Village,” said Fairless.***

This year the event will be broadcast live via the internet and edited for a TV special. While celebrating the Stokers milestone, Rick and his daughter, Lena, will talk to guests in between acts. From sponsors to celebrities, these guests will help with the fundraising telethon part of the event.

***“We wanted to make this as free as we possibly could - all we ask is you give what you can to help out the charities attached to the event,” Fairless continued.***

The event offers the most unique and flexible options for patrons: a free three day pass that normally would cost \$200 - \$250 at other festivals, but will get you up close to the stage to jam with the bands like multiplatinum rock band Warrant. The band is currently on a summer tour celebrating the 30<sup>th</sup> anniversary of their big hit “Cherry Pie” and album of the same name - and will wrap up the tour season with Rick at Stokers.

***“Rick called me and said he needed our help to bring awareness to a couple great causes. It was an easy yes for us,” said Robert Mason, lead singer of Warrant.***

Other options include the VIP ticket (all you can eat and drink), the Red Carpet Ticket (access to exclusive tent with premium food buffet and open bar), the Tie Dyed VIP Pass includes entry to all regularly scheduled events plus red carpet access, the platinum celebrity lounge, food, drinks, and preferred seating for the shows, as well as an autographed football from 2021 Hall of Famer and legendary Dallas Cowboys player Drew Pearson. For more info on tickets, schedules, and artist that will be in attendance, visit [RockinTheRedCarpet.com](http://RockinTheRedCarpet.com).

6/22/21

Dear potential sponsor,

I am reaching out to formally invite your company to participate in our event to be held at Stokers in Dallas, Texas on October 1<sup>st</sup> through 3<sup>rd</sup> 2021.

Additional information on the foundations can be found at [RockinTheRedCarpet.com/charity](http://RockinTheRedCarpet.com/charity), but to give you some background on the causes behind our event:

The event is Oct 1<sup>st</sup> – 3<sup>rd</sup> 2021 and is dedicated to Serenity Veterans Village.

**About Serenity Veterans Village:** SVV is a Texas-based 501(C)(3) nonprofit that provides transitional housing in tiny homes for veterans. They build tiny homes on their land, working with the VA and other nonprofit agency's to offer a safe, comfortable, stress-free, and peaceful life to America's heroes. Veterans with VA needs will be transported to/from the village as required. They also offer "intern/OJT" in the farming and construction industries.

Your company's involvement in Rockin The Red Carpet with Rick Fairless is important for several reasons:

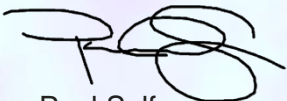
- Your contribution directly impacts the families that the foundations seek to help
- They are a 501(c)(3) non-profit organizations – your sponsorship is tax deductible - all checks get made out directly to the foundations
- We provide a huge benefit to your company through the sponsor endorsements that we offer

We will provide great value for your company. With local, regional, and national attention and the uniqueness of the event, being involved with the event provides a chance to substantially endorse and promote your company, while also being involved in a very special philanthropic opportunity.

Please see the attached documents for detailed information on the magnitude of this event, as well as the sponsorship level opportunities. **We are anticipating a crowd over 10,000 plus we will be broadcasting the event LIVE [www.RockinTheRedCarpet.com/live](http://www.RockinTheRedCarpet.com/live). Last year's event we had over 100,000 people watching nationally and 20,000 regionally here in the DFW market.** For these and many other reasons, we hope you find great value in being a sponsor of Rockin The Red Carpet 2021, endorsing your company as a proud supporter of a one-of-a-kind event, and greatly aiding an organization which changes the lives of many in need.

On behalf of Rick Fairless and the organizations involved, thank you for your consideration. We look forward to hearing back from you soon.

Sincerely,



Paul Salfen  
Associate Producer  
Rockin The Red Carpet for a Cause





**We are excited to customize the right sponsorship program to reach your audience and reinforce your brand initiatives.**

- A. Logo and message
- B. Exclusive banners
- C. Exclusive banners
- D. Big video screen

Title, premier, star, and supporting levels... All the packages are very reasonable and we will promote you and/or your company throughout the year. (year-round marketing).

Secure your exclusive name/logo/branding on all event collateral both electronic and printed materials, advertising in program guide, logo included on badge, naming rights on stage. All will be aligned with your brand's specific target market and lifestyle; e.g. sports, eco and social responsibility, family classics, and food & wine. Each level includes exclusive hospitality perks and comprehensive brand exposure benefits. Naming rights to individual performances while being filmed for TV during the live broadcast.

Example: The Toyota Platinum Lounge or Holiday Inn Gold Level Hospitality Tent

### **In-Kind Sponsorship**

Hospitality and brand exposure through trade – food, beverages, wine and spirits, lodging & transportation, and other services & products will get the company branding on festival collateral with both electronic and printed materials. Company logos will be included on the program guide.

**See sponsorship matrix for cost and more details located in this document.**

[Rockin the Red \(tie dyed\) Carpet - Friday thru Sunday Oct 1<sup>st</sup> – 3<sup>rd</sup> 2021 Stokers Dallas, TX](#)

# LIVE BROADCAST

<http://rockintheredcarpet.com/live>

SPONSOR

ADVERTISEMENT



LIVE CAMS  
Select an alternate camera

MAIN STAGE

BACKSTAGE

OFF STAGE



UP NEXT...



RICK & LENA LIVE

SPONSOR

ADVERTISEMENT

**Rockin The Red Carpet will be broadcasted LIVE via the Internet and edited for a TV special.**

**TV plot summary:** Picture Jerry Lewis Telethon meets Farm Aid and you have Rockin The Red Carpet with Rick Fairless. Several sponsors will have the opportunity to present their contributions to Rick and Lena during the broadcast.

From the red carpet to the platinum level celebrity tents, go platinum with Dallas Cowboys legends as they use their star power to recruit several celebrity friends along with a special co-host (TBA) to help raise awareness and funds for a very special cause, Serenity Veterans Village is a non-profit Texas based 501C3.

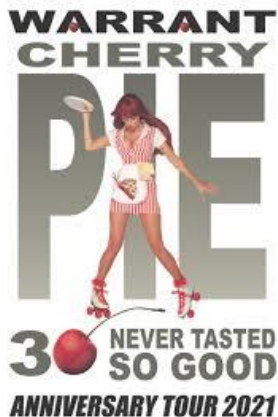
The event starts at 11AM and every hour we will feature live performances on the main stage. The show will be filmed for a special with Sports+Entertainment show production company [www.SportsPlusShow.com](http://www.SportsPlusShow.com) , an **ABC and FOX SW** network production.

[www.rockintheredcarpet.com/live](http://www.rockintheredcarpet.com/live)

[Rockin the Red \(tie dyed\) Carpet - Friday thru Sunday Oct 1<sup>st</sup> – 3<sup>rd</sup> 2021 Stokers Dallas, TX](#)



Title Sponsor Presents  
Celebrating 30 Years of Cherry Pie



At its core, WARRANT is an American rock band through and through. Hitting it big in 1989, the Hollywood, CA based band rose through the ranks of the local Sunset Strip scene to the level of multiplatinum selling, chart-topping success with hit's like "Cherry Pie," "Heaven," "Down Boys," "Uncle Tom's Cabin" and many more. On Saturday night, Oct. 2<sup>nd</sup> 2021, Warrant will perform to support the Rick Fairless Anniversary Special to help bring awareness to and raise funds for Serenity Veterans Village.

[Rockin the Red \(tie dyed\) Carpet - Friday thru Sunday Oct 1<sup>st</sup> – 3<sup>rd</sup> 2021 Stokers Dallas, TX](#)



# Schedule of Events / Timeline

## VENUE:

Stokers Dallas 3 Day Fest.

**9304 Harry Hines Blvd,**

**Dallas, TX 75235**

**(214) 351-5252**

## Friday, Oct. 1st 2021

TIME: 11AM - 11PM

- BIKE SHOWDOWN
- RED CARPET START 6PM (LIVE)
- VETERANS OF COMEDY
- LUVING COHEARTS - Opening band
- MESSER - Headliner

## Saturday, Oct. 2nd 2021

Time: 11AM till Mid-Midnight

- BIKE SHOWDOWN
- VETERANS OF COMEDY
- RED CARPET 4PM TILL 10PM (LIVE)
- CHARITY CHECK PRESENTATION
- WARDUN - Opening band
- EMPIRES - Direct support
- CHERRY PIE GIRLS
- WARRANT - CHERRY PIE
- 30TH ANNIVERSARY TOUR - Headliner

## Sunday, Oct. 3rd 2021

Time: 11AM till 11PM

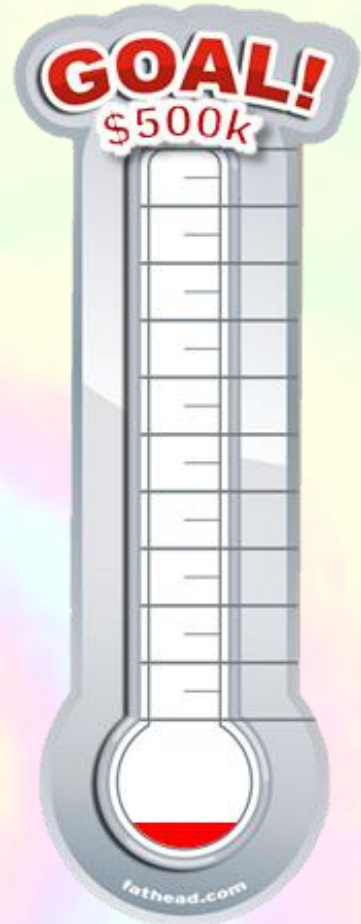
- BIKE SHOWDOWN
- VETERANS OF COMEDY
- RED CARPET START 5PM (LIVE)
- CHARITY CHECK PRESENTATION
- WEEKEND RIDE - Opening band
- ROBERT MIGUEL / JOHNNY SOLINGER TRIBUTE
- RANDY JACKSON OF ZEBRA - Headliner

Don't forget you can watch it LIVE  
thanks to our sponsors [Click here](#)

Contact Us

[info@rockintheredcarpet.com](mailto:info@rockintheredcarpet.com)

214-482-9135



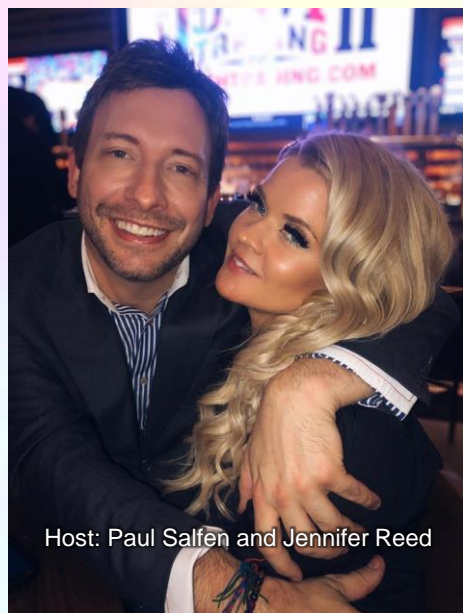
# Rockin The Red (Tie Dyed) Carpet with Rick Fairless Ft. Multiplatinum Rock Band Warrant and many others...



Rockin The Red Carpet with Vince Neil of Motley Crue 2011



Rockin The Red Carpet with Vince Neil of Motley Crue 2011



Host: Paul Salfen and Jennifer Reed

As a corporate sponsor, you will join our event host, Paul Salfen, and his co-host, Jennifer Reed, along with several other celebrities during the (tie dyed) red carpet for the event. Current confirmed guests include several national celebs including actor Jeremy Piven, actor Billy Blair, Hall of Famer Drew Pearson and other Dallas Cowboys, top corporate sponsors, and more to be announced. With live performances by multiplatinum rock band Warrant, Empiire, Messer, and many more to be announced soon. Special appearances by Veterans of Comedy and many more. See the full celebrity invite list here: [www.RockinTheRedCarpet.com](http://www.RockinTheRedCarpet.com)

**WHAT: Red carpet (tie dyed)**

**DATE: Oct. 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> 2021**

**TIME: 11AM – 11PM Friday, Saturday & Sunday**

**WHERE: In front of Stokers and other spots inside the festival**

**DRESS CODE: Casual**

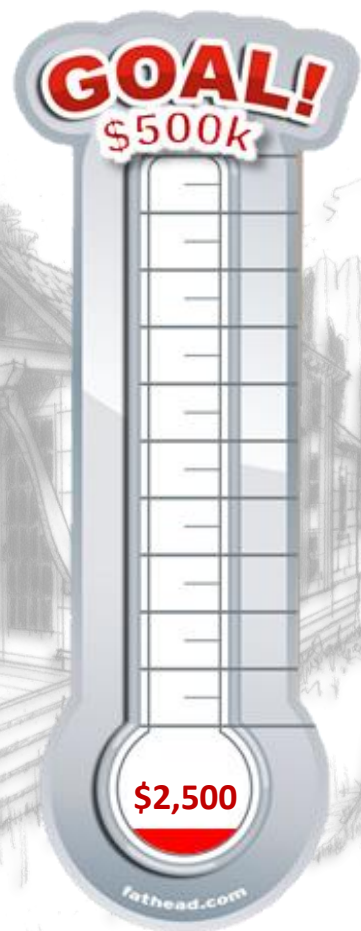
**MEDIA: National and regional coverage confirmed**

You and/or your company name will appear on the combined 200 foot step and repeat at the entrance of the event and in others spots inside the event field.

The platinum celebrity A/C cooled tent will be available to you as well as tickets to the exclusive afterparty and a swag bag from several of our sponsors. This is a great time to promote your company's name and likeness. With confirmed regional and national media coverage of the celebrity red carpet, you and your company will receive prominent exposure, while helping bring attention to an incredible cause. Additional amenities can be arranged including one-on-one interviews with media. This is a great time to promote your company's goals, objectives, and upcoming projects.

**See sponsorship matrix for cost and more details.**





## Please make check directly to:

Serenity Veterans Village  
1114 Epps Rd  
Palmer Texas 75152

Director Lauren Andrade  
(469) 319-1229  
[info@serenityveteransvillage.org](mailto:info@serenityveteransvillage.org)  
[www.serenityveteransvillage.org](http://www.serenityveteransvillage.org)

Employer Identification Number  
83-38 11609  
DLN:1705315433 1039  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)

### Contribution Deductibility: Yes

Lauren from Serenity Veterans Village will send you an invoice for your records and tax deduction purposes. Please feel free to contact her above with any questions in reference to the foundation and/or billing.

Our goal for this event is \$500,000... this will help us build more tiny houses and secure more land for our Veterans.  
- Lauren Andrade



06/25/21

## MEDIA INVITE

### SPONSORS:

SKINZ DALLAS  
STROKERS DALLAS  
NAVSMART  
TRUEINVOICE

### HOST:

Paul Salfen

### CO-HOST:

Jenn Reed

### RED CARPET HOSTS:

Lena Fairless

### EXECUTIVE

### PRODUCERS:

Kevin Loper – Lopek  
Rick Fairless – Stokers  
Lauren Andrade – SVV  
Tom Stokes – LOUD Ent

### CO- PRODUCERS:

Robert Martinez

### ASSOCIATE

### PRODUCERS:

TBA

### LIVE MUSIC

### PRODUCERS:

Darren Dpaul Wise

### LIVE BROADCAST

### PRODUCERS:

Robert Martinez

### STAGE PRODUCTION:

Bogart Productions

### SOUND ENGINEER:

Arthur Stevens

### MEDIA PARTNERS:

SportsPLUS Dallas

### CONTACT INFO:

Tom Stokes  
producer@RockinTheRed  
Carpet.com

### RED CARPET MEDIA

### MANAGER:

Paul Salfen  
paul@paulsalfen.com

### HAIR & MAKEUP ARTIST

Brittney Serrio

### TICKETS

VIPTIXS.COM



Hello,

I am reaching out to invite you to join our media team for coverage. Rick Fairless and several celebrities will walk the (tie dyed) red carpet for charities to be held on Friday Oct. 1<sup>st</sup> and Saturday Oct. 2<sup>nd</sup> 2021. The Event is for three days Oct. 1<sup>st</sup> – 3<sup>rd</sup>.

Currently, confirmed guests include (TBA) and top corporate sponsors with many more celebrity guests confirming as the date gets closer.

Rockin The Red Carpet with Rick Fairless LIVE from Stokers Dallas, Texas will be an event to remember. Once you RSVP below, we will reserve an exclusive media pass for you, plus up to three additional if you have a media team. You will have access to our media tents, wireless, and a secure spot on the red carpet media line. You will also have access to certain backstage areas with performers. Access to the VIP celebrity tent is limited but we will get you tickets to the exclusive afterparty and a swag bag from several of our sponsors.

Rockin the Red Carpet with Rick Fairless is a two day live music festival unlike anything in the area. Stokers is the site which holds the best party of the summer. With incredible music, comedy, events, food, venue, and atmosphere, Rick Fairless brings together thousands for a couple days. 100% of proceeds made at this annual event benefit a nonprofit organization called Serenity Veterans Village and its mission of supporting veterans stricken with the burdens of living without hope and help. The event will have live performances by Warrant and many more to be announced soon. Visit [RockinTheRedCarpet.com](http://RockinTheRedCarpet.com) for more details about this great cause.

We would love to have you join us for this incredible opportunity. Please call me if you have any questions. My number is 214.482.9135. I look forward to hearing from you soon.

Most sincerely,

Paul Salfen  
Media Director  
RTRC with Rick Fairless



RSVP : [RockinTheRedCarpet.com/RSVP](http://RockinTheRedCarpet.com/RSVP)

The Celebrity Red Carpet with Step and Repeat will be located in front of Stokers and inside the music venue. .. Limo parking is available but limited please contact us for further details. A full menu and drinks will be complimentary for VIP's and media only.



<b>Fri, Sat, &amp; Sunday</b> <b>Oct. 1<sup>st</sup> – 3<sup>rd</sup> 2021</b>		<b>Rockin The Red Carpet Sponsorship Matrix</b> <b>100% of all funds go directly to the foundation</b>		
CATEGORY	PRICE \$25,000	PRICE \$15,000	PRICE \$7,500	PRICE \$3,500
SPONSORSHIP TYPE	TITLE SPONSOR	PREMIER	STAR	SUPPORTER
Brand inclusion in Press Releases / Media Alerts	YES	YES	YES	YES
Brand Exposer MAIN MUSIC STAGE On Jumbo Screens each side of stage	YES 6 times per hour will also appear on LIVE stream special	YES 3 times per hour will also appear on LIVE stream special	YES 1 time per hour will also appear on LIVE stream special	Limited
Brand Exposer OUTSIDE	YES 20 x 40 banner	Limited	Limited	N/A
Brand Exposer Red Carpet Step and Repeat	YES	YES	YES	YES
10 X 10 TENT ( 5 AVAILABLE)	YES	YES	YES	Limited
Brand Exposer 4X4 BANNER	YES (3)	YES (2)	YES (1)	N/A
YOU AS GUEST ON STAGE & LIVE RED CARPET Donation presentation oversized check with charity	YES for LIVE and Pre-Recorded as well as a MP4 copy of presentation.	YES for LIVE and Pre-Recorded	YES (Not LIVE )	N/A
Red Carpet walk with celebs and Media Interviews	YES	YES	YES	N/A
Brand recognition and logo inclusion on promotional items e.g. festival lanyards, VIP swag bags , golf carts etc.	Yes	Yes (Limited)	N/A	N/A
FACEBOOK, TWITTER BLITZ AD	YES	YES	YES	YES
YOUTUBE VIDEO AD	YES	YES	YES	YES
EMAIL BLITZ AD	YES	YES	YES	YES
LIMO to and from show	YES	N/A	N/A	N/A
VIP TICKETS TO SHOW	YES (16)	YES (8)	YES (4)	YES (2)
SHOW WEBSITE AD/LINK	YES	YES	YES	YES
<b>Program Magazine</b> HIGH GLOSS MAGAZINE	YES (FULL PAGE) 20,000 distribution	YES (1/2 PAGE) 20,000 distribution	YES (1/4 PAGE) 20,000 distribution	YES (1/8 PAGE)
OFFICIAL MERCHANDISE	YES (100 T-Shirts )	YES (50 T-Shirts)	YES (25 T-Shirts)	YES (10 T-Shirts)
30 SECOND LIVE AD FOR VIDEO	YES	YES	YES	N/A
RED CARPET (tie dyed) Media Walk with celebrities	YES Inside and outside with media	YES Inside	Outside Only	N/A
Platinum Celeb Lounge Meet and Greet all Celebs	YES	YES (Limited)	YES (Limited)	YES (Limited)
Tickets to After Party with Members of Bands	YES	YES (Limited)	YES (Limited)	Limited
Football signed by Cowboys in attendance	YES ( 3 footballs )	YES ( 2 footballs )	YES ( 1 football )	N/A
Autographed guitar	Yes	Yes	N/A	N/A
Pro Photos with Rick Fairless, Warrant and Charities plus	Yes	Yes	Yes	Yes



HUNDRED  
TICKET

SEASON STARTS AT  
**DICK'S**  
SPORTING GOODS.

TAKE  
**10 OFF**  
Your purchase  
of \$50 or More\*

\*One coupon per customer valid on in-store purchases only. Excludes tax and shipping. Minimum purchase of \$50, excludes tax and shipping. Cannot be combined with any other offer, discount, coupon, or rebate. Valid for cash, gift cards or store credit. No restrictions on quantity. Excludes clearance items. Clearance items have no returns or exchanges. Valid thru 07/16 through 07/21/21. Store Near You: 1.888.619.0038 or DICKS.COM

ANY ONE  
fast



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# WARRANT CHERRY



3 NEVER TASTED  
SO GOOD

## ANNIVERSARY TOUR 2021

Strokers Dallas



Strokers Ice House



Beer Bus



Green Room

STAGE &  
VIDEO WALL

STAGERUNWAY

Beer Cart One



Bike Parking Only

Existing Stage

Covered Area  
Bikes Only

Upstairs  
VIP Area

Beer Cart Two

Stairs

Dead Bus

Front of  
House

Rick's offices

Punch Wally Garage

Tent Area Vendors Row

Strokers / Warrant / Vets Village

Covered Area Vendors Row