

Pixie ROCK®



Saturday, November 12, 2022 • 4:00 pm - Midnight
Plant City, FL



www.PixieRock.org

100
SINCE 1922



Wish Farms
GENERATIONS OF SWEETNESS®

**SATURDAY 12
NOV**

It is with great pride that Wish Farms presents a unique music experience. PixieRock® is a celebration born from a passion for live music, a great party, and a desire to support worthy charitable efforts.

Celebrating 100 years of Wish Farms!
Join us for the party of the century.

4:00PM-MIDNIGHT

Wish Farms
Headquarters
Plant City, Florida

ZZ TOP

Featuring:

BISHOP BRIGGS • SAINT MOTEL • BLANCO BROWN

+ more artist features



VENUE

Wish Farms Headquarters, Plant City, FL



We are very excited to invite you to PixieRock® 2022, Wish Farms' 100th Anniversary Celebration!

Last year, the event was a smashing success, raising \$450,000 for the Wish Farms Family Foundation and our three beneficiaries. This year, we are going all out to celebrate this huge milestone in our company's history. You do not want to miss this one! 100% of ticket sales and sponsorships go directly to the Foundation and three beneficiaries. Our focus is on three pillars of giving: Food Insecurity, Youth Education, and Community. Since we formed it in 2019, I am proud to say that our Foundation has been making a significant impact in our community.

Take a look at the sponsorship details in this packet. Please evaluate each sponsorship level and consider reserving your spot now as sponsorships are offered on a first-come, first-served basis. From the bottom of my heart, I want to thank you for your consideration. Together we can make a difference and have a helluva fun time doing it!

Sincerely,

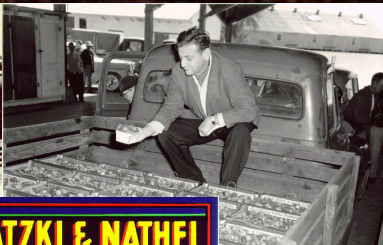
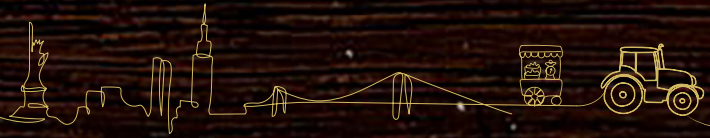
Gary Wishnatzki
Owner & Head Pixie, Wish Farms



GIVING BACK



Since 1922....



Rooted in history and growing towards the future,
Wish Farms is proud to share our 100-year milestone with you.
Thank you for being a valued part of our century of success!



Cheers to a century of sweetness!

The Wish Farms Family Foundation

WINGS TO HELP OUR COMMUNITY FLY

Feel good. Eat berries. Make a difference.

Established by the Wishnatzki family in 2019, The Wish Farms Family Foundation strives for an America with no hunger, better education for all and stronger community ties. With a focus on these three pillars, Wish Farms and our family of growers are cultivating positive change one berry at a time. We are dedicated to supporting the communities around us, because everyone deserves to eat healthy and be happy.



Food Insecurity



Youth Education



Community

WishFarms.com/Family-Foundation



WISHNATZKI FAMILY - 3RD, 4TH & 5TH GENERATIONS





FEEDING TAMPA BAY

As one of the nation's top hunger relief organizations, Feeding Tampa Bay is ending hunger by fueling human potential in every family, child and senior across our 10-county region. By leveraging the daily connection around a meal, the organization is evolving its partnerships, programs and services with a goal to break down barriers and create long-term health and capability in the lives of the individuals it serves. Feeding Tampa Bay has continuously evolved its services by almost doubling its reach to serve nearly 1 million people in our community, and anticipates it will serve more than 85 million meals this year. Feeding Tampa Bay and its community stand together to lift the families we serve, because food makes tomorrow possible.



SHRINERS HOSPITALS FOR CHILDREN

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. The Shriners health care system provides advanced care for children with orthopedic conditions, burns, cleft lip/palate, and spinal cord injuries and every child is provided the best care possible regardless of their families' ability to pay. Shriners is headquartered in Tampa, but care spans 22 locations throughout the U.S., Canada, and Mexico and depends on the generosity of thousands of donors throughout the world to continue to serve children in need.



REDLANDS CHRISTIAN MIGRANT ASSOCIATION (RCMA)

Founded in 1965, Redlands Christian Migrant Association is a national role model in preparing rural, low-income children for leadership. It provides quality childcare, support services, educational opportunities and improvement of the health and general welfare of over 6,000 children in 68 centers throughout 20 Florida counties.



Beneficiaries



ENTERTAINMENT



About the Bands

ZZ TOP

“That Little Ol’ Band From Texas” has been at it for well over a half century, delivering rock, blues and boogie on the road and in the studio to millions of devoted fans. With iconography as distinctive as their sound, ZZ TOP is virtually synonymous with beards, hotrod cars, spinning guitars and that magic keychain, all of which transcend geography and language.

It was in Houston in the waning days of 1969 that ZZ TOP coalesced from the core of two rival bands, Billy Gibbons’ Moving Sidewalks and Frank Beard and Dusty Hill’s American Blues. Their third album, 1973’s *Tres Hombres*, catapulted them to national attention with the hit “La Grange,” still one of the band’s signature pieces today. *Eliminator*, their 1983 album was something of a paradigm shift for ZZ TOP. Their roots blues skew was intact but added to the mix were tech-age trappings that soon found a visual outlet with such tracks as “Sharp Dressed Man” and “Legs” on the nascent MTV. It was one of the music industry’s first albums to have been certified Diamond, far beyond Gold and Platinum and a reflection of US domestic sales exceeding 10 million units.

As a touring entity, they’ve been without peer over the past five decades, having performed before millions of fans on four continents and have been the subject of their own Grammy-nominated documentary titled *That Little Ol’ Band From Texas*. The band’s line-up of the bearded



Gibbons and Hill and Beard, who ironically is clean shaven, remained intact for more than 50 years until Dusty’s passing. When Dusty temporarily departed the tour in the summer of 2021, it was a given that Elwood would be the perfect choice to stand in for Dusty until he could return. But Dusty’s return was not to be, and Elwood continues to handle the bass duties for the band now and into the future.

The elements that keep ZZ TOP fresh, enduring and above the transitory fray can be summed up in the three words of the band’s internal mantra: “Tone, Taste and Tenacity”. As genuine roots musicians, they have few peers. Their influences are both the originators of the form – Muddy Waters, B.B. King, et al – as well as the British blues rockers and Jimi Hendrix who emerged the generation before ZZ’s ascendance.

They have sold hundreds of millions of records over the course of their career, have been officially designated as Heroes of The State of Texas, inducted into the Rock and Roll Hall of Fame (by Keith Richards, no less) and have been referenced in countless cartoons and sitcoms. They are true rock icons and, against all odds, they’re really just doing what they’ve always done. ZZ TOP abides!

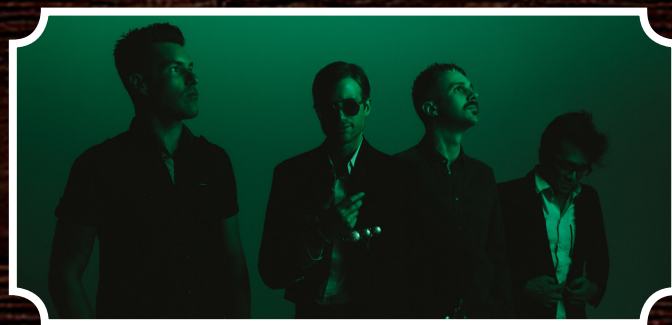
BISHOP BRIGGS



Born in London to Scottish parents, Bishop Briggs grew up in Japan and Hong Kong. Days after graduating high school, she moved to Los Angeles where, after years of performing at any venue that would have her, she was discovered in a small hole-in-the-wall by a former-A&R rep and the rest was history. The music of Bishop Briggs transcends the limitations of singular genres, blending folk, pop and electronic music into a wholly unique sound. Her debut track “Wild Horses” reached #1 on Spotify’s US Viral Chart and #2 on Spotify’s Global Viral 50 charts, with airplay on Sirius XM’s Alt Nation, Zane Lowe’s Beats 1 Show and a prized spot in Acura’s 2016 TLX and ESPN’s NFL Playoffs ads. She followed up with the RIAA-certified platinum single, “River,” a searing and cathartic track that captured the attention of tastemakers and gatekeepers and rose to #3 on the Alternative chart with over 680 million global streams. After her critically acclaimed debut album “Church of Scars,” multiple sold out tours, live performance slots opening for Coldplay, Kaleo, alt-J, and Bleachers, and with more music on the way, Bishop Briggs is set to have her most incredible year yet.

SAINT MOTEL

Formed while attending film school in Southern California, Los Angeles-based Saint Motel’s kaleidoscopic sound and inventive live performances have earned them a loyal fanbase that flock to their headlining shows and standout sets at festivals such as Coachella, Lollapalooza, and Bonnaroo. The band scored breakout success with their 2015 Elektra Records debut, *My Type* EP, whose title track was a top 10 hit at Alternative radio and RIAA-certified Gold. The following year, Saint Motel returned with their much anticipated, full length *saintmotelevision*, featuring the smash single “Move.” Always on the cutting edge, Saint Motel subsequently released an award-winning Virtual Reality version of the album, followed by an Augmented Reality version – both firsts of their kind. The band has taken their infectious performances to the small screen with nationally televised appearances on NBC’s *TODAY*, ABC’s *Jimmy Kimmel Live!*, and CBS’ *The Late Late Show with James Corden*, among others. Saint Motel is: A/J Jackson (vocals), Aaron Sharp (guitar), Dak Lerdamornpong (bass), and Greg Erwin (drums).



BLANCO BROWN

Blurring the lines between Country and hip-hop music, Blanco Brown makes a southern sound that he proudly calls “TrailerTrap.” It’s a boundary-breaking, multicolored genre of his very own — which draws upon the rawness and storytelling abilities of his two biggest musical influences, Johnny Cash and Outkast. His debut album, *Honeysuckle & Lightning Bugs*, shows off the full range of its creator, who juggled multiple roles as the project’s songwriter, producer, vocalist, visionary, and multi-instrumentalist (guitar, harmonica, lap steel, spoons, tambourine, to name a few). Since 2014, Blanco has been honing in on his unique sound, which is a mix of countrified influences and street-smart lingo, that balances both the urban and rural settings in which he grew up. His viral hit “The Git Up” (certified 11x PLATINUM across three countries) took the world by storm, claiming the top spot in charts across the global and spawning nearly four billion views across social platforms. It claimed the No. 1 on the Billboard Hot Country Songs chart for 12 weeks and was the top-selling digital Country song in the US for 13 weeks resulting in Billboard naming him as their No. 1 Top New Country Artist for 2019. In addition to being named Billboard’s “7 Country Acts to Watch in 2019,” the Georgia native is a background singer, artist and Grammy-nominated engineer who has worked with big name talent including Fergie, Childish Gambino, Kane Brown and Chris Brown. The multi-talent’s multi-national Platinum-certified collaboration “Just the Way” with Parmalee is currently in the Top 20 on Hot AC and has garnered more than 200 million on-demand streams in the US alone, also marking Brown’s first No. 1 hit on Country radio (peaking at No. 1 in the US and Canada). No stranger to collaborations, Blanco recently collaborated with Nelly and Breland for their funky fun “High Horse,” and “Never Gonna Tame You (Original Song from “The Mustangs: America’s Wild Horses”),” written by Diane Warren. In September 2020 Brown was in a life-threatening accident and has been recovering, leaning on creating music to heal—the first taste of that is “Nobody’s More Country,” available now.



ADDITIONAL PERFORMANCES BY:



Kim Richey

Beginning as a cook at the famed Bluebird Cafe in Nashville, TN, Kim Richey’s singer-songwriter journey in Music City produced *Bittersweet* and *Glimmer* albums in the 90s, most recent *Edgeland* in 2018, and many in between. Richey is known for her rule-breaking style - creating mesmerizing, atypical creations of contemporary country.

SPONSORSHIPS



THE LEGEND

\$50,000

Hospitality and Client Entertainment

- 20 Platinum Passes*
- 6 Backstage Meet & Greet Passes*
- 20 General Admission Tickets
- 5 Preferred Parking Passes

Sponsorship Benefits

- Company recognition on event website
- Company logo recognition at the event
- Link to company website from event website
- Recognition as The Legend sponsor on event sponsor board
- Sponsor banner highlight in e-blasts

Sponsorship Rights

- Acknowledgment at event
- Company logo displayed as top sponsor
- First right to same sponsorship for 2023 event



* See
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\$30,000

THE ROCK STAR

Hospitality and Client Entertainment

- 12 Platinum Passes*
- 4 Backstage Meet & Greet Passes*
- 10 General Admission Tickets
- 3 Preferred Parking Passes

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as The Rock Star sponsor on event sponsor board
- Sponsor banner highlight in e-blasts

Sponsorship Rights

- Acknowledgment at event
- Company logo at Stage location
- First right to same sponsorship for 2023 event



THE POP STAR

\$25,000



Hospitality and Client Entertainment

- 10 Platinum Passes*
- 2 Backstage Meet & Greet Passes*
- 10 General Admission Tickets
- 3 Preferred Parking Passes

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as The Pop Star sponsor on event sponsor board
- Sponsor banner highlight in e-blasts

Sponsorship Rights

- Acknowledgment at event
- Company logo on event wristbands
- First right to same sponsorship for 2023 event

* See
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THE HEADLINER

\$20,000

Hospitality and Client Entertainment

- 8 Platinum Passes*
- 2 Backstage Meet & Greet Passes *
- 10 General Admission Tickets
- 2 Preferred Parking Passes

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as The Headliner sponsor on event sponsor board

Sponsorship Rights

- Acknowledgment at event
- Company logo at Silent Auction location
- First right to same sponsorship for 2023 event

* See
page 22

\$15,000

THE PRODUCER

Hospitality and Client Entertainment

- 6 Platinum Passes*
- 2 Backstage Meet & Greet Passes*
- 8 General Admission Tickets
- 2 Preferred Parking Passes

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as The Producer sponsor on event sponsor board

Sponsorship Rights

- Acknowledgment at event
- Company logo at Wish Landing location
- First right to same sponsorship for 2023 event



THE AGENT

\$10,000

Hospitality and Client Entertainment

- 4 Platinum Passes*
- 2 Backstage Meet & Greet Passes*
- 8 General Admission Tickets
- 2 Preferred Parking Passes

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as The Agent sponsor on event sponsor board

Sponsorship Rights

- Company logo at selected location - Treehouse or Misty's Slide
- First right to same sponsorship for 2023 event



THE PROMOTER

\$5,000

Hospitality and Client Entertainment

- 2 Platinum Passes*
- 8 General Admission Tickets*
- 1 Preferred Parking Pass

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as The Promoter sponsor on event sponsor board

Sponsorship Rights

- First right to same sponsorship for 2023 event

*See
page 22

THE ROADIE

\$3,000

Hospitality and Client Entertainment

- 8 General Admission Tickets

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as a The Roadie sponsor on event sponsor board

Sponsorship Rights

- First right to same sponsorship for 2023 event



* See
page 22

THE KARAOKE STAR

\$2,000



Hospitality and Client Entertainment

- 6 General Admission Tickets

Sponsorship Benefits

- Company recognition on event website
- Link to company website from event website
- Recognition as a The Karaoke Star sponsor on event sponsor board

Sponsorship Rights

- First right to same sponsorship for 2023 event



* See
page 22



Sponsorship	Cost	Platinum Passes*	Meet & Greet*	General Admission	Special Recognition
THE LEGEND	\$50,000	20	6	20	Top Sponsor
THE ROCK STAR	\$30,000	12	4	10	Logo on stage
THE POP STAR	\$25,000	10	2	10	Logo on wristbands
THE HEADLINER	\$20,000	8	2	10	Logo at Silent Auction
THE PRODUCER	\$15,000	6	2	8	Logo at Wish Landing
THE AGENT	\$10,000	4	2	8	Logo at Treehouse or Misty's Slide
THE PROMOTER	\$5,000	2	N/A	8	See next page
THE ROADIE	\$3,000	N/A	N/A	8	See next page
THE KARAOKE STAR	\$2,000	N/A	N/A	6	See next page

*Platinum Passes grant entrance to the exclusive 3rd floor lounge, which includes complimentary food and a full-service bar featuring premium wine and top shelf liquor. It also includes front of stage special section passes reserved for the ticket category.

*Meet & greet is subject to band's management and availability.

All sponsors will have their logo featured on the sponsor board, on the PixieRock® website with a link to their website and on all PixieRock® e-blasts.

www.PixieRock.org



CUSTOM SPONSORSHIPS
Additional branding opportunities available

COMMITMENT



Our Company is excited to take part in the 2022 PixieRock®, to be held on Saturday, November 12, 2022 at the Wish Farms Headquarters in Plant City FL: 2262 Pixie Way, Plant City, FL 33563

Sponsoring Company/Organization Name: _____

Primary Contact Person: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

SPONSOR LEVELS & TICKETS

Please select the sponsorship level in which you would like to participate & any additional tickets:

- | | |
|---|----------|
| <input type="checkbox"/> The Legend | \$50,000 |
| <input type="checkbox"/> The Rock Star | \$30,000 |
| <input type="checkbox"/> The Pop Star | \$25,000 |
| <input type="checkbox"/> The Headliner | \$20,000 |
| <input type="checkbox"/> The Producer | \$15,000 |
| <input type="checkbox"/> The Agent | \$10,000 |
| <input type="checkbox"/> The Promoter | \$5,000 |
| <input type="checkbox"/> The Roadie | \$3,000 |
| <input type="checkbox"/> The Karaoke Star | \$2,000 |

Sponsorships are based on a first come/first served basis.

Please make checks made payable to: The Wish Farms Family Foundation
Mail to: Wish Farms 2262 Pixie Way, Plant City, FL 33563, Attn: PixieRock®

If you have any questions, please contact the marketing department at 813-752-5111 or pixierock@wishfarms.com

For up-to-date information, visit www.PixieRock.org. We can't wait to rock out with you!





SEE YOU THERE!





Growing happiness for a century more...