

INDIVISIBLE UWHARRIE

SPONSORSHIP PACKET

ROCK THE VOTE



ABOUT ROCK THE VOTE

Rock the Vote is a national, nonpartisan 501(c)(3) organization focused on strengthening youth participation in American democracy. At its core, it acts as a bridge between young people and the civic process, removing friction, demystifying the steps, and defending their access to the ballot.

Rock the Vote builds and maintains widely-used, mobile-friendly tools that help people register to vote, check their status, understand ID requirements, and navigate ever-changing election rules. These tools are used by schools, brands, community groups, and campaigns of all types to reach young voters at scale.

It develops accessible voter education resources; everything from classroom-ready civics curricula to election guides written in plain language. The goal: help new voters understand how elections work, what they'll encounter, and how to overcome common hurdles.

True to its origin story, Rock the Vote works with artists, influencers, entertainment companies, and youth-focused brands to make civic participation feel relevant and culturally connected. These partnerships help bring voting messages into the spaces where young people actually spend their time.

The organization monitors policies that impact young voters, such as voter ID laws, restrictions on campus polling places, or limits on registration methods, and advocates for rules that protect fair access. This includes public education, litigation partnerships, and policy analysis.

Rock the Vote studies youth voter behavior to uncover barriers, motivations, and trends. These insights help inform educators, policymakers, and organizations trying to better serve new voters.

Beyond a single election, Rock the Vote aims to close the generational participation gap by consistently helping each new wave of young people enter civic life confidently and early, because early voting habits tend to stick.

In short: Rock the Vote is both a protector and an energizer, part educator, part innovator, part cultural translator, working to ensure that the youngest Americans can participate fully and freely in the democratic process.

WHY NONPARTISANSHIP MATTERS

As a Rock the Vote Community Partner, you're part of a national movement to empower the next generation of voters. That work is most powerful, and most trusted, when it is nonpartisan.

Rock the Vote is a nonpartisan 501(c)(3) nonprofit organization, which means we do not support or oppose any political party or candidate. Our mission is rooted in empowering young people to participate in the democratic process, regardless of their political beliefs.

When we lead with nonpartisanship, we:

- Meet people where they are and create space where everyone feels welcome. Whether someone is a first-time voter, an independent, unsure about politics, or deeply engaged, they should feel safe and included in the process.
- Build trust in democracy. Young voters and historically underrepresented communities have often been excluded or discouraged from participating. Nonpartisan outreach ensures that no one feels judged, pressured, or left out.
- Keep the focus on participation, not polarization.
- Broaden reach by creating space for engagement across political, geographic, racial, and generational lines.
- Empower voters to make their own informed decisions.

Nonpartisan engagement has lasting benefits for our community:

- It helps depolarize civic spaces, allowing voters to show up as themselves, without fear of being judged or excluded.
- It invites curiosity and learning and encourages questions, exploration, and empowerment.
- When participation is rooted in fairness and inclusion, outcomes are more representative and communities are better served, strengthening democracy.

SPONSORSHIP OPPORTUNITIES

HEADLINE SPONSOR - \$10,000

ONLY 1 AVAILABLE

- Largest logo placement on all promotional materials:
 - banners, flyers, and social graphics
- Sponsor mention by every performer during stage transitions
- Logo on step and repeat Rock the Vote red carpet banner
- Opportunity to welcome the crowd on stage
- Co-branded social media push leading up to the event
- Inclusion in all press releases and media coverage

OPENING ACT SPONSOR - \$5,000

ONLY 4 AVAILABLE

- Large logo placement across printed and digital materials
- Stage shout-out from the host or emcee
- Option to sponsor a specific area:
 - Water/refreshment station, voter-engagement table, or table for swag or giveaways
- Inclusion in group social media posts

SPOTLIGHT SPONSOR - \$3,000

- Medium logo on signage and event graphics
- Name mention in sponsor appreciation announcements
- Table or small booth for handouts, product samples, or voter-engagement materials
- Logo inclusion on event landing page
- Participation in shared sponsor social posts

COMMUNITY SPONSOR- \$1,000

- Logo on community sponsor banner
- Verbal acknowledgement between acts
- Opportunity to provide small swag or samples
- Inclusion in thank-you social post

THE PERFORMERS

THE PERFORMERS

COMING SOON

ABOUT INDIVISIBLE UWHARRIE

Indivisible Uwharrie is a growing, people-powered movement committed to strengthening democracy, uplifting local voices, and advancing meaningful progressive change across North Carolina. We unite community members who believe in fairness, justice, and accountability, and who are ready to do more than worry about the direction of our state. We turn concern into momentum.

Our work focuses on practical, effective action: organizing neighbors, advocating for policies that protect our rights, and engaging voters year-round so every voice is heard at the ballot box. Whether it's showing up at a rally, speaking out at a town hall, or helping a first-time voter feel confident casting their ballot, we build the kind of participation that keeps democracy healthy.

By joining Indivisible Uwharrie, you become part of a determined, encouraging network that understands real change begins close to home. Here, everyone has a role. Every call you make, every conversation you spark, every hour you contribute adds power to our shared mission. Together, we're shaping a future grounded in inclusion, equality, and compassion, one where our communities thrive and our democracy truly reflects the people it serves.

MISSION STATEMENT

Our Indivisible group is committed to protecting and strengthening democracy through grassroots activism, civic engagement, and community solidarity. We unite to hold our elected officials accountable, advocate for progressive policies, and empower our neighbors to participate fully in the democratic process. Guided by values of equity, justice, and compassion, we work to build a more inclusive, fair, and representative government, starting in our own community.

FOLLOW US HERE

IndivisibleURE.com
facebook.com/IndivisibleURE
@IndivisibleURE.bsky.social
instagram.com/IndivisibleURE
tiktok.com/@IndivisibleURE

CORE VALUES

Committed to Nonviolence – We reject political violence and intimidation in all forms.
Reject Project 2025 – Trump's agenda will take America backwards and must be stopped.
Unity Above All – We stand as one. Our strength lies in our togetherness, no one is left behind.
Mutual Respect – Every voice matters. We honor each member's perspective, experience, and contribution.
Relentless Integrity – We do what's right, even when no one's watching. Truth and trust are our foundation.
Collective Growth – We rise together. We support, challenge, and inspire each other to evolve continuously

COMMITMENT TO NON-VIOLENCE

Uwharrie Indivisible is committed to peaceful, nonviolent action in all that we do. We believe that real change comes through respect, courage, and community, not threats or violence. Our activism is rooted in justice, compassion, and the power of collective, nonviolent resistance.

- **Respect for All** – Treat everyone with dignity, even those with whom you strongly disagree.
- **Rejection of Violence** – Avoid physical violence, threats, or verbal abuse in words and actions.
- **Focus on Issues, Not Individuals** – Critique policies and behavior, not personal characteristics.
- **Disciplined Action** – Stay calm and focused, even in the face of provocation.
- **De-escalation** – Strive to reduce tensions and prevent conflict whenever possible.
- **Peaceful Protest** – Demonstrate peacefully, using tactics like marches, sit-ins, and public statements to make your voice heard.



JOIN US TODAY!



**The Deadline to
Reserve Sponsorship is
April 30, 2026**

The central image features the "ROCK THE VOTE" logo. The word "ROCK" is in large, bold, black capital letters. "THE" is in smaller, black, all-caps font, positioned between "ROCK" and "VOTE". The letter "V" in "VOTE" is a large, bold, red checkmark. The background is a vibrant blue with bright, radiating light beams from above. In the foreground, the silhouettes of many hands are raised, suggesting a large crowd at a concert or event.

ROCK THE VOTE

**For More Information Contact
IndivisibleURE@gmail.com**