

# SPONSORSHIP PACKAGE INDEX

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LOUD ENTERTAINMENT PRESENTS

# ROCKIN THE RED CARPET WITH RICK FAIRLESS

Benefitting Serenity Veterans Village &  
Scottish Rite for Children



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 Salfen, Jenn Reed, Lena Fairless and Freddy Cain welcome celebrities from around the country on the Red Carpet (Tie Dyed)...



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

Rick and Lena 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 FREE 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 and Scottish Rite for Children.

# 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 the charities

## SCOTTISH RITE



Scottish Rite for Children

Celebrating 100 years

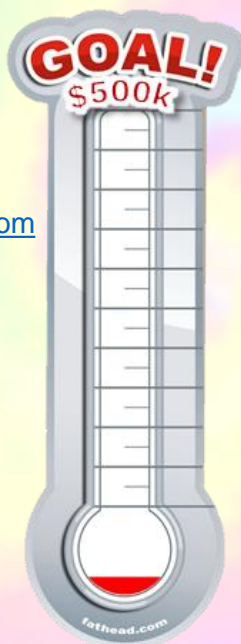
2222 Welborn Street

Dallas, Texas 75219

(214) 559-5000

[Background Info in PDF](#)

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



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)



**FOR IMMEDIATE RELEASE**

June 29<sup>th</sup> 2021

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> - 3<sup>rd</sup> 2021, legendary local motorcycle builder/artist Rick Fairless will celebrate Stokers 25th Anniversary with several celebrity guest hosts with live performances by multiplatinum rock band Warrant, Empiire, 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 charities involved,” 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).

[Rockin the Red \(tie dyed\) Carpet - Friday thru Sunday Oct 1<sup>st</sup> – 3<sup>rd</sup> 2021 Stokers Dallas, TX](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 Friday, Saturday, and Sunday... October 1st 2nd & 3rd 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 show will be dedicated to Scottish Rite for Children and Serenity Veterans Village.

**About Scottish Rite for Children:** "Scottish Rite for Children is one of the nation's leading pediatric orthopedic centers. A wide range of orthopedic conditions are treated, including sports injuries and fractures, as well as certain arthritic, neurological and learning disorders, such as dyslexia. Patients receive treatment regardless of the family's ability to pay. For more information about services available at the Dallas or Frisco campus, volunteering or donating, visit [scottishriteforchildren.org](http://scottishriteforchildren.org)."

**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. 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,

Tom Stokes  
Executive 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 screens

Title, premier, star, and supporting levels (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.**



# LIVE BROADCAST

<http://rockintheredcarpet.com/live>



SPONSOR

ADVERTISEMENT



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 two very special causes, Serenity Veterans Village and Scottish Rite for Children. .

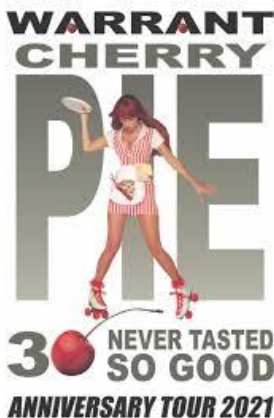
The event starts at 11AM and every hour we will feature live performances on the main stage. The show will be filmed for a special with Sports+Entertainment show production company [www.SportsPlusShow.com](http://www.SportsPlusShow.com) , an **ABC and FOX SW** network production.

[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 and Scottish Rite for Children.

# Schedule of Events

## 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**

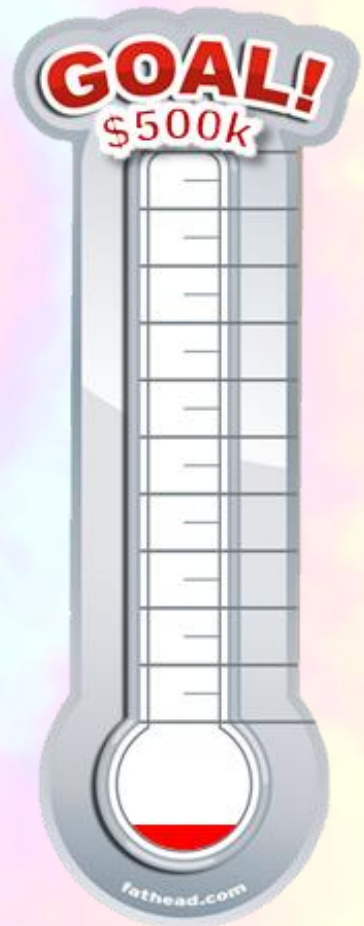
**Time: 11AM till 11PM**

- BIKE SHOW WINNERS
- 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





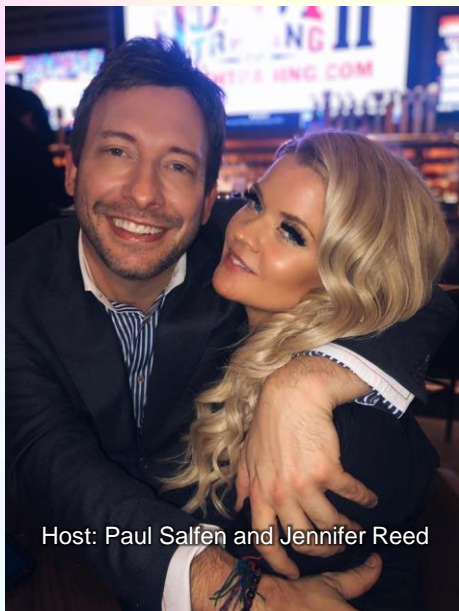
# Rockin The Red (Tie Dyed) Carpet with Rick Fairless Ft. Multiplatinum Rock Band Warrant and many others...



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, Lena Fairless and Freddy Cain along with several other celebrities during the (tie dyed) red carpet for the event. Current confirmed invited 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, Empiires, Messer, Randy Jackson of Zebra, 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.**

**Fri, Sat, & Sunday  
Oct. 1<sup>st</sup> – 3<sup>rd</sup> 2021**

# 2021 Rockin The Red Carpet Sponsorship Matrix

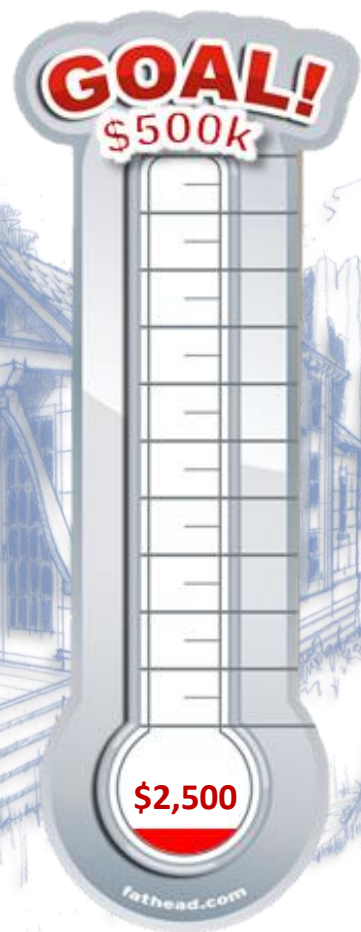
100% of all funds go directly to the foundations



CATEGORY	PRICE \$50,000.00	PRICE \$30,000.00	PRICE \$15,000.00	PRICE \$7,500.00
SPONSORSHIP TYPE	TITLE SPONSOR	PREMIER	STAR	SUPPORTER
Brand inclusion in Press Releases / Media Alerts	YES	YES	YES	Limited
Brand Exposer MAIN MUSIC STAGE <small>On Jumbo Screens each side of stage</small>	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 50 banner	Limited	N/A	N/A
Brand Exposer Red Carpet Step and Repeat	YES	YES	YES	N/A
10 X 20 TENT ( 15 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 with oversized check to 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 Interview	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	YES (Limited)	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	YES (Limited)	N/A	N/A
VIIP TICKETS TO SHOW	YES (25)	YES (15)	YES (10)	YES (5)
SHOW WEBSITE AD/LINK	YES	YES	YES	YES
<i>Program Magazine</i> 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 (50 T-Shirts )	YES (25 T-Shirts )	YES (10 T-Shirts )	YES (limited)
30 SECOND LIVE AD FOR VIDEO	YES	YES	YES	N/A
RED CARPET Media Walk with celebrities	YES	YES	YES	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 ( 10 footballs )	YES ( 5 footballs )	YES ( 2 footballs )	YES ( 1 football )
Autographed guitar	YES	YES	YES	YES
Pro Photos with Rick Fairless, Warrant and Charities plus	YES	YES	YES	YES

Please contact us for sponsorship over \$50,000 or under \$7,500





## 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)

**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**

## **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.

06/25/21

## MEDIA INVITE

### SPONSORS:

SKINZ DALLAS  
STROKERS DALLAS  
NAVSMART  
TRUEINVOICE

### HOST:

Paul Salfen

### CO-HOST:

Jenn Reed

### RED CARPET HOSTS:

Lena Fairless & Freddy  
Cain

### 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 Serioz

### 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 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

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.



A vibrant, rainbow-colored background featuring a man with long hair and sunglasses sitting on a custom motorcycle. The motorcycle is heavily decorated with colorful paint and graphics. The man is wearing a rainbow tie-dye shirt and jeans. The background is filled with various logos and text, including "CUSTOM BIKE SHOW - CASH PRIZES" at the top, "WINNERS ANNOUNCED SUN. OCT. 3RD, 2021" at the bottom, and numerous sponsor logos such as "700 Credit Repair.com", "Texican Court", "Skinsz Wraps.com", "NavSmart", "Scottish Rite", and "TOYOTA of IRVING". A trophy labeled "1ST PLACE" is positioned in front of the motorcycle. The overall theme is a colorful, celebratory event for custom bike shows.



A vibrant, rainbow-colored background featuring a man with long hair and sunglasses sitting on a custom motorcycle. The motorcycle is heavily decorated with colorful paint and graphics. The man is wearing a rainbow tie-dye shirt and jeans. The background is filled with various logos and text, including "CUSTOM BIKE SHOW - CASH PRIZES" at the top, "WINNERS ANNOUNCED SUN. OCT. 3RD, 2021" at the bottom, and numerous sponsor logos such as "700 Credit Repair.com", "Texican Court", "Skinsz Wraps.com", "NavSmart", "Scottish Rite", and "Toyota of Irving". A trophy labeled "1ST PLACE" is positioned in front of the motorcycle. The overall theme is a colorful, celebratory event for custom bikes.

# WARRANT CHERRY

INDEX ↑



3 NEVER TASTED  
SO GOOD



## ANNIVERSARY TOUR 2021

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





Strokers Dallas



Strokers Ice House



Beer Cart One



Bike Parking Only

Beer Bus

Green Room

STAGE &  
VIDEO WALL

STAGERUNWAY



Existing Stage

Covered Area  
Bikes Only

Upstairs  
VIP Area

Beer Cart Two

Stairs

Dead Bus

Rick's offices

VIP Tents

Front of  
House

VIP Tents

VIP Tents



Punch Wally Garage

Tent Area Vendors Row

Strokers / Warrant / Vets Village

Covered Area Vendors Row



# 3-DAY MUSIC FEST AND BIKE RALLY

SPONSORED IN PART BY TOYOTA OF IRVING



Rick Fairless invites you to ROCK the ~~Red~~ Tie Dyed Carpet Oct 1, 2, & 3 2021 for Stokers 25<sup>th</sup> Anniversary Event Featuring Randy Jackson of Zebra, WARRANT, MESSER, EMPIRES, Special Guest The LUVING COHEARTS, WARDUN, WEEKEND RIDE, and a surprise musical guest... plus Veterans of Comedy, The Cherry Pie Girls, Dallas Cowboys Players and much more... Visit [RockinTheRedCarpet.com](http://RockinTheRedCarpet.com) for details.

Benefitting [SerenityVeteransVillage.org](http://SerenityVeteransVillage.org) and  
Scottish Rite for Children in Dallas.  
[www.RockinTheRedCarpet.com](http://www.RockinTheRedCarpet.com)





## FRIDAY, OCT. 1ST 2021

TIME: 11AM - 11PM

- BIKESHOWDOWN
- RED CARPET START 6PM (LIVE)
- VETERANS OF COMEDY
- HBD TO RICK
- CHARITY CHECK PRESENTATION
- LUVING COHEARTS - OPENING BAND
- MESSER - HEADLINER

## SATURDAY, OCT. 2ND 2021

TIME: 11AM TILL 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

- BIKESHOW WINNERS
- VETERANS OF COMEDY
- RED CARPET START 5PM (LIVE)
- WEEKEND RIDE - OPENING BAND
- JOHNNY SOLINGER TRIBUTE
- RANDY JACKSON OF ZEBRA -  
HEADLINER



**CELEBRITY RED (TIE DYED) CARPET**  
**HOST: PAUL Salfen, Jennifer Reed,**  
**LENA FAIRLESS AND FREDDY CAIN**

**VIP  
TENTS**

**BOOK YOUR VIP TENT BEFORE  
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