



## ROCK STEELERS STYLE FAQs

### **ABOUT**

ROCK STEELERS STYLE IS THE STEELERS LARGEST ANNUAL PHILANTHROPIC EVENT, BENEFITING THE UPMC SPORTS MEDICINE CONCUSSION PROGRAM AND THE CANCER CARING CENTER. THE EVENING INCLUDES SIPS AND BITES IN THE STYLE LOUNGE, FOLLOWED BY A HIGH-ENERGY SHOW FEATURING YOUR 2017 PITTSBURGH STEELERS WITH THEIR FAMILIES AND SPECIAL SURPRISE GUESTS. OUR MODELS WILL BE HIGHLIGHTING THIS SEASON'S LATEST FASHION TRENDS, PROVIDED BY LOCAL RETAILERS, NATIONAL AND INTERNATIONAL FASHION BRANDS, NIKE AND THE NFL. CHAIRED BY GRETA & ART ROONEY II AND KIYA & MIKE TOMLIN, ALONG WITH TWO STEELERS HONORARY CO-CAPTAINS, THIS EVENT WILL GET YOUR TERRIBLE TOWEL TWIRLING. JOIN US FOR FOOTBALL, FAMILY & FUN!

### **BENEFACTORS**

#### UPMC SPORTS MEDICINE CONCUSSION PROGRAM

THE UNIVERSITY OF PITTSBURGH MEDICAL CENTER (UPMC) SPORTS MEDICINE CONCUSSION PROGRAM, ESTABLISHED IN 2000, IS THE FIRST OF ITS KIND AND LARGEST ONGOING CLINICAL SERVICE AND RESEARCH PROGRAM THAT FOCUSES ON DIAGNOSIS, EVALUATION AND MANAGEMENT OF SPORTS-RELATED CONCUSSION IN ATHLETES OF ALL LEVELS. LED BY MICHAEL COLLINGS, PHD, THE PROGRAM'S INTERNATIONALLY KNOWN TEAM OF CLINICIANS AND RESEARCHERS ARE WORLD LEADERS IN STUDYING THE NEUROCOGNITIVE EFFECTS OF SPORTS-RELATED CONCUSSION AND PIONEERING THE DEVELOPMENT OF BETTER METHODS OF POST-CONCUSSION EVALUATION TO DETERMINE WHEN IT IS SAFE FOR AN ATHLETE TO RETURN TO SPORTS. THE TEAM PROVIDES OVERSIGHT AND CONSULTATION TO ASSIST SPORTS TEAMS' MEDICAL STAFF IN MAKING OBJECTIVE RETURN-TO-PLAY DECISIONS AFTER THE OCCURRENCE OF SPORTS-RELATED CONCUSSION.

#### CANCER CARING CENTER

SINCE 1988, THE CANCER CARING CENTER HAS PROVIDED A WIDE VARIETY OF FREE PROGRAMS TO HELP PATIENTS AND FAMILIES—INCLUDING CHILDREN—COPE WITH THE EMOTIONAL IMPACT OF CANCER. SERVICES FEATURE COMMUNITY SUPPORT GROUPS AT 18 LOCATIONS, A TELEPHONE HELPLINE, INDIVIDUAL COUNSELING, CHILDREN'S GROUPS, "LIVE WELL WITH CANCER" WORKSHOPS, RESOURCE LIBRARY AND MUCH MORE. THE CENTER IS A LOCAL CHARITY WITH NO NATIONAL OFFICE; ALL FUNDS RAISED HERE STAY HERE.

JOIN THE PITTSBURGH STEELERS AS THEY CONTINUE THEIR WINNING TRADITION BY RAISING MUCH NEEDED FUNDS FOR THE UPMC SPORTS MEDICINE CONCUSSION PROGRAM AND THE CANCER CARING CENTER.

**WHAT IS THE DIFFERENCE BETWEEN THE DIFFERENT TICKET LEVELS?**

VIP GOLD – RUNWAY CENTER \$750 PER PERSON  
CABARET SEATING ON MAIN LEVEL; INDIVIDUAL TICKET OR TABLE OF 4  
VALET PARKING  
COMPLIMENTARY BEVERAGE SERVICE  
STYLE LOUNGE WITH COCKTAILS, FOOD STATIONS, ENTERTAINMENT & SHOPPING  
STEELERS STYLE GIFT BAG

VIP – BLACK RUNWAY CENTER \$500 PER PERSON  
PREMIER RUNWAY SEATING  
VALET PARKING  
COMPLIMENTARY BEVERAGE SERVICE  
STYLE LOUNGE WITH COCKTAILS, FOOD STATIONS, ENTERTAINMENT & SHOPPING  
STEELERS STYLE GIFT BAG

REDZONE SUPPORTER – LOWER LEVEL \$350 PER PERSON  
SEATING ON LEFT/RIGHT OF RUNWAY  
VALET PARKING  
STYLE LOUNGE WITH COCKTAILS, FOOD STATIONS, ENTERTAINMENT & SHOPPING  
CASH BAR AT 7:30 PM  
STEELERS STYLE GIFT BAG

ULTIMATE FAN – LOWER LEVEL \$200 PER PERSON  
SEATING ON MAIN LEVEL  
VALET PARKING  
STYLE LOUNGE WITH COCKTAILS, FOOD STATIONS, ENTERTAINMENT & SHOPPING  
CASH BAR AT 7:30 PM  
STEELERS STYLE GIFT BAG

**WHERE CAN I PURCHASE TICKETS?**

YOU CAN PURCHASE TICKETS ONLINE VIA [STEELERS.COM/STEELERSSTYLE](http://STEELERS.COM/STEELERSSTYLE) OR BY CALLING 800.745.3000.  
TICKETS ARE SUBJECT TO TICKETMASTER FEES.

**IS MY TICKET TAX DEDUCTIBLE?**

THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE PENNSYLVANIA DEPARTMENT OF STATE BY CALLING TOLL-FREE, WITHIN PA, 800.732.0999.  
REGISTRATION DOES NOT IMPLY ENDORSEMENT. FOR TAX PURPOSES, YOUR CHARITABLE CONTRIBUTION IS \$574 FOR A VIP GOLD LEVEL TICKET, \$350 FOR VIP BLACK, \$200 FOR A RED ZONE SUPPORTER AND \$50 FOR AN ULTIMATE FAN TICKET.

**WHAT TIME DOES ROCK STEELERS STYLE START?**

THE EVENT WILL BEGIN AT 6:00 P.M. ON OCTOBER 20, 2017 AT STAGE AE. THE SHOW BEGINS 8 P.M.

**WHAT IS THE DRESS CODE?**

THE RECOMMENDED DRESS CODE IS COCKTAIL ATTIRE.

**AGE REQUIREMENT?**

NO, THIS EVENT IS OPEN TO ALL AGES.

**PARKING**

VALET PARKING PROVIDED ALONG CHUCK NOLL WAY IN FRONT OF STAGE AE

**SHOULD I BRING CASH OR MY CREDIT CARD?**

ROCK STEELERS STYLE INCLUDES ON-SITE SHOPPING AND A SILENT AUCTION AS PART OF THE EVENT'S ENTERTAINMENT. IN ADDITION, IF YOU PURCHASED A REDZONE OR ULTIMATE FAN TICKET, THE BAR TURNS TO CASH AT 7:30 PM. CASH OR CREDIT CARD ARE ACCEPTED THROUGHOUT THE NIGHT.

**WHAT KIND OF ITEMS CAN I EXPECT TO SEE IN THE SILENT AUCTION?**

THE SILENT AUCTION CONSISTS OF MANY EXCITING AND COLLECTABLE ITEMS, INCLUDING STEELERS MEMORABILIA, GETAWAY TRIPS, AND MORE! STAY TUNED TO STEELERS.COM FOR UPDATES ON THE SILENT AUCTION AND TO REGISTER FOR MOBILE BIDDING.

**CAN'T ATTEND THE EVENT, BUT WANT TO SUPPORT? YOU HAVE TWO OPTIONS:**

YOU CAN BID ON OUR SILENT AUCTION BY REGISTERING AND BIDDING ON OUR ITEMS. SINCE THE BIDDING IS MOBILE, YOU DON'T NEED TO BE PRESENT TO WIN. SIMPLY REGISTER AT [WWW.ROCKSTEELERS.AUCTION-BID.ORG](http://WWW.ROCKSTEELERS.AUCTION-BID.ORG) TO START THE BIDDING. GOOD LUCK!

YOU CAN GIVE A MONETARY DONATION BY VISITING STEELERS.COM/STEELERSSTYLE AND CLICK THE "DONATE NOW" BUTTON TO SUPPORT THE UPMC SPORTS MEDICINE CONCUSSION PROGRAM AND THE CANCER CARING CENTER.

**IF I PURCHASED A TICKET, BUT CANNOT ATTEND, CAN I GET MY TICKET REFUNDED?**

ALL SALES ARE FINAL. TICKETS CANNOT BE UPGRADED OR REFUNDED ONCE PURCHASED.

**I HAVE SPECIFIC DIETARY NEEDS. CAN THIS BE ACCOMODATED?**

THE MENU IS PLANNED WITH MOST COMMON DIETARY NEEDS IN MIND. IF YOU HAVE SPECIFIC CONCERNS ON THE NIGHT OF THE EVENT, PLEASE CONSULT THE CHEF SERVING THE FOOD STATION IN QUESTION.

**INTERESTED IN BEING AN EVENT SPONSOR?**

IF YOU WANT TO LEARN MORE ABOUT SPONSORSHIP OPPORTUNITIES FOR THIS EVENT, PLEASE CONTACT THE STEELERS CORPORATE PARTNERSHIPS DEPARTMENT BY E-MAIL [PARTNERS@STEELERS.NFL.COM](mailto:PARTNERS@STEELERS.NFL.COM)

**I HAVE MORE QUESTIONS. WHOM SHOULD I CALL?**

IF YOU HAVE ADDITIONAL QUESTIONS, PLEASE REACH OUT TO ONE OF OUR CLUB EVENTS STAFF MEMBERS BY CALLING 412.697.7740 OR BY EMAILING [STEELERSSTYLE@STEELERS.NFL.COM](mailto:STEELERSSTYLE@STEELERS.NFL.COM).