

# 2018 BEAT THE ODDS BENEFIT CONCERT

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LIVE AT STUBB'S



BENEFITTING BREAKTHROUGH CENTRAL TEXAS

**EVENT CHAIRS:** AMBER CARDEN, MARY GARWOOD YANCY & HOWARD YANCY

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## A CELEBRATION OF STUDENTS BEATING THE ODDS TO BECOME THE FIRST IN THEIR FAMILIES TO GRADUATE FROM COLLEGE

Breakthrough's 2018 Beat the Odds Benefit Concert will raise funds and awareness to support Breakthrough's mission of creating first-generation college graduates. The event will include a performance by a highly acclaimed musical guest and will be preceded by a fun and inspiring VIP Party and Program. Sponsors and their guests will enjoy tickets to the show with access to a private viewing deck, valet parking, dedicated open bar, signature barbeque favorites, and VIP concert credentials. Join us for an unforgettable evening of music under the stars to support Breakthrough's programs and students.

## HELP OUR STUDENTS BEAT THE ODDS

In Central Texas, only 8% of middle school students from low-income communities go on to earn a college degree. To combat this inequity, Breakthrough makes a 12-year commitment to help children become the first in their families to graduate from college. Our program focuses on a combination of extended learning, comprehensive advising, and leadership experiences to help students prepare for, persist through, and ultimately, graduate from college. From middle school to high school to college through college graduation, we are there every step of the way.

Breakthrough does whatever it takes to help our students beat the odds to become first-generation college graduates. And we cannot do it without you. By supporting Breakthrough, you'll make a child's dream of a college education come true.

FOR MORE INFORMATION ABOUT BREAKTHROUGH'S 2018 BEAT THE ODDS BENEFIT CONCERT,  
PLEASE CONTACT KATE GARRETT AT [KATE@BREAKTHROUGHCTX.ORG](mailto:kate@breakthroughctx.org) OR 512.692.9444.

# 2018 BEAT THE ODDS BENEFIT CONCERT SPONSORSHIP OPPORTUNITIES

Breakthrough's 2018 Beat the Odds Benefit Concert will raise funds and awareness to support Breakthrough's mission of creating first-generation college graduates. Sponsors and their guests will enjoy a variety of benefits including tickets to the show with access to a private viewing deck, valet parking, dedicated open bar, signature barbeque favorites, and VIP concert credentials.

<p><b>\$25,000 LEGEND (INDUSTRY EXCLUSIVE)</b></p>	<p><b>\$25,000 sponsors one student's entire Breakthrough experience – a 12-year commitment, including year-round academic and social-emotional enrichment, tutoring, college preparation and guidance, case management support and family advising.</b></p> <ul style="list-style-type: none"> <li>• Event admission for 14 guests including pre-concert VIP party and program</li> <li>• Private VIP patio for concert</li> <li>• 10 General Admission tickets for company staff and/or clients</li> <li>• Industry exclusive recognition as Legend Sponsor at event and on all event materials</li> <li>• Premium logo recognition on visual display by main stage (visible to 1,800 concert goers)</li> <li>• Logo recognition on all print, web and email advertisements (distribution: 4,500+)</li> <li>• Feature on the Breakthrough blog</li> <li>• Logo recognition on event t-shirts</li> <li>• All benefits listed below</li> </ul>
<p><b>\$10,000 VISIONARY</b></p>	<p><b>\$10,000 sponsors the year-long College Transition Program for five high school seniors, including College Application Boot Camp, SAT/ACT preparation, college visits, FAFSA and scholarship advising, financial aid workshops, the Countdown to College overnight retreat, and family advising.</b></p> <ul style="list-style-type: none"> <li>• Event admission for 10 guests including pre-concert VIP party and program</li> <li>• Premium logo recognition on event invitation and program (distribution: 2,000)</li> <li>• Premium logo recognition on visual display by main stage (visible to 1,800 concert goers)</li> <li>• Logo recognition on a sponsor display in the Breakthrough connected classroom</li> <li>• Recognition as a Breakthrough Champion in e-newsletter (distribution: 4,500)</li> <li>• All benefits listed below</li> </ul>
<p><b>\$5,000 DREAM MAKER</b></p>	<p><b>\$5,000 sponsors a two-week Leadership Institute for ten 10<sup>th</sup> grade students, helping them develop essential life skills for success in college and beyond.</b></p> <ul style="list-style-type: none"> <li>• Event admission for 8 guests including pre-concert VIP party and program</li> <li>• Preferred logo recognition on event program and signage</li> <li>• Verbal recognition during pre-concert VIP program</li> <li>• Logo recognition on Breakthrough website with link to sponsor site</li> <li>• Recognition in semi-annual print newsletter (distribution: 3,500)</li> <li>• Inclusion in press release and social media content</li> <li>• All benefits listed below</li> </ul>
<p><b>\$2,500 TRAILBLAZER</b></p>	<p><b>\$2,500 sponsors an entire year of programming for one student, including academic summer and Saturday programs, college visits, after-school tutoring, individualized case management support and family advising.</b></p> <ul style="list-style-type: none"> <li>• Event admission for 6 guests including pre-concert VIP party and program</li> <li>• Logo recognition on invitation and event program</li> <li>• Name recognition on Breakthrough website with link to sponsor site</li> <li>• Custom social media post</li> <li>• Team volunteer opportunity to interview Breakthrough students for Summer Presentations of Learning</li> <li>• All benefits listed below</li> </ul>
<p><b>\$1,250 ACHIEVER</b></p>	<p><b>\$1,250 sponsors Breakthrough's cornerstone six-week academic Middle School Summer Program for one student.</b></p> <ul style="list-style-type: none"> <li>• Event admission for 4 guests including pre-concert VIP party and program</li> <li>• Name recognition on event program</li> <li>• Recognition as a Breakthrough Corporate Council Member</li> <li>• Complimentary valet parking, dedicated open bar with access to private viewing deck</li> </ul>

# SPONSORSHIP PLEDGE FORM

## BEAT THE ODDS BENEFIT CONCERT SPONSOR LEVELS

- |  |  |
|--|--|
| <input type="checkbox"/> Legend Sponsor - \$25,000<br>(Industry Exclusive) | <input type="checkbox"/> Trailblazer - \$2,500 |
| <input type="checkbox"/> Visionary - \$10,000                              | <input type="checkbox"/> Achiever - \$1,250    |
| <input type="checkbox"/> Dream Maker - \$5,000                             | <input type="checkbox"/> Other _____           |

Contact name: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT INFORMATION:

- ☐ Please send an invoice to the address provided
- ☐ Check enclosed (Payable to 'Breakthrough Central Texas')
- ☐ Credit Card                      Circle one:      Visa      MasterCard      AmEx      Discover

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

- ☐ Online donation at [www.Breakthroughctx.org](http://www.Breakthroughctx.org)

## PLEASE SUBMIT THIS FORM VIA MAIL, FAX OR EMAIL TO:

**MAIL:**  
Breakthrough Central Texas  
Attn: Kate Garrett  
1050 East 11<sup>th</sup> Street, Ste. 350  
Austin, TX 78702

**FAX:**  
512.535.4488

**EMAIL:**  
[kate@breakthroughctx.org](mailto:kate@breakthroughctx.org)

For more information about the 2018 Beat the Odds Benefit Concert, contact Kate Garrett at [kate@breakthroughctx.org](mailto:kate@breakthroughctx.org) or 512.692.9444 x126.

**Deadline for inclusion on printed invitation for Beat the Odds is Friday, September 7.**

**Deadline for inclusion on all other materials is Friday, October 19.**

*Breakthrough Central Texas is a 501(c)3 nonprofit organization, EIN 74-2991346.  
Gifts to Breakthrough are tax-deductible to the extent allowed by law.*

