

2021

BREAKTHROUGH
BENEFIT CONCERT

FEAT.
GRUPO FANTASMA

SPONSORSHIP OPPORTUNITIES

LIVE

THURSDAY
NOV 4

3TEN ACL LIVE

CHAired BY: TITO & TERE VIDAURRI AND DR. JIM & IRMA BRAND

BREAKTHROUGH CREATES A PATH TO AND THROUGH COLLEGE FOR STUDENTS WHO WILL BECOME THE FIRST IN THEIR FAMILIES TO EARN A POSTSECONDARY DEGREE.

In Central Texas, only 8% of middle school students from low-income communities go on to earn a post-secondary degree of any kind. To combat this inequity, Breakthrough makes a 12-year commitment to students and their families to guide them through the process of preparing for, enrolling in and completing their postsecondary goals. The long-term model ensures the success of students and families from middle school to high school graduation to college diploma and beyond.

BREAKTHROUGH STUDENTS ARE 7X MORE LIKELY TO EARN A COLLEGE DEGREE.	2,300+ STUDENTS WILL BE SERVED IN 2021	201 FIRST-GENERATION COLLEGE GRADUATES ...& COUNTING
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ABOUT THE BREAKTHROUGH BENEFIT CONCERT

Each year, Central Texans come together to raise funds and support for Breakthrough's mission of creating a path to and through college for first-generation college graduates. Because of COVID-19, the 2020 event was cancelled. But on November 4, we're bringing live events back with the 2021 Breakthrough Benefit Concert hosted at 3Ten ACL Live. We're excited to celebrate with over 300 guests and support students pursuing their postsecondary dreams with a reception and program, followed by a show by Austin's favorite Latin-Funk band, Grupo Fantasma!

SPONSORSHIP OPPORTUNITIES

As a sponsor for the 2021 Breakthrough Benefit Concert, your generosity helps create paths to postsecondary success for Central Texas students who aspire to be the first in their families to earn a college degree. The event includes a high-energy performance by Grupo Fantasma, preceded by a reception and program. Join us for a chance to showcase your brand's support for Breakthrough's programs and students.



Breakthrough's passion and advocacy means so much to me and many other Breakthrough students. From a young age, Breakthrough taught me that the sky's the limit and they would help me get to and through college. As a young kid, I didn't understand how serious that promise was. From tutoring to giving me vouchers to be able to afford my SAT and ACT exams, to helping me with financial aid, the college application process, scholarships, and everything in between—I don't know where I would be right now if it weren't for this beautiful support system helping me and students like me navigate a system that was foreign to me and my family.

Brenda Saucedo
University of Texas at Austin



\$25,000 LEGEND	\$10,000 VISIONARY	\$5,000 DREAM MAKER	\$2,500 TRAILBLAZER	\$1,250 ACHIEVER
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SPONSORSHIP PERKS

Event Admission for you and your guests	10	8	6	4	4
Exclusive meet and greet with Grupo Fantasma	✓				
Complimentary parking for you and your guests	✓	✓			
Limited-edition concert t-shirts for you and your guests	✓	✓	✓	✓	
Special discount with rideshare partners	✓	✓	✓	✓	✓

PRE-EVENT RECOGNITION

Cover placement on invitation with Industry exclusive recognition as Presenting Sponsor	✓				
Mention in pre-event press release	✓	✓			
Social media post featuring your brand	Exclusive post	Exclusive post	✓	✓	
Social media story featuring your brand	Exclusive story	Exclusive story	✓	✓	
Recognition on event invitation	Logo	Logo	Logo	Logo	Name
Recognition on Breakthrough website with link to sponsor site	Logo	Logo	Logo	Logo	Name

ON-SITE RECOGNITION

Industry exclusive recognition as Presenting Sponsor on all event materials	✓				
Logo recognition on limited edition concert t-shirt	✓				
Premium logo recognition on video wall display and event patio	✓				
Night Of Logo feature on a gobo light on the building exterior	✓				
Logo recognition on branded items in party kit for virtual attendees	✓				
Verbal recognition during the program from the event stage	✓	✓			
Recognition on event program and signage	Logo	Logo	Logo	Logo	Name

	\$25,000 LEGEND	\$10,000 VISIONARY	\$5,000 DREAM MAKER	\$2,500 TRAILBLAZER	\$1,250 ACHIEVER
POST-EVENT RECOGNITION					
Feature on the Breakthrough blog	✓				
Logo recognition on a sponsor display in Breakthrough's Connected Classroom for one year	✓	✓			
Feature on Breakthrough e-newsletter	Spotlight	Spotlight	Mention		

Please note: We're committed to adhering to all COVID-19 safety guidelines and protocol. If Austin-Travis County reaches Stage 4 of COVID-19 risk, the event will be transitioned to fully virtual with the same benefits as listed above.

SECURING A SPONSORSHIP

To secure your sponsorship or explore available opportunities, please contact Breakthrough's Associate Director of Development, Michelle Monroe, at michelle@breakthroughctx.org or 281-935-2895. Sponsorship commitments can also be fulfilled by returning the form below or through our event page at breakthroughctx.org/benefit-concert. Sponsorship pledge and high-resolution company logos must be received by October 14 to ensure name recognition in event materials.

SOCIAL SPECS AT A GLANCE



2.9K
FANS



1.7K
FOLLOWERS



1K
FOLLOWERS



1K
FOLLOWERS

BREAKTHROUGH BENEFIT CONCERT SPONSOR LEVELS

We would like to support the dreams of first-generation college graduates by sponsoring the Breakthrough Benefit Concert at the following level:

- | | |
|--|--|
| <input type="checkbox"/> Legend Sponsor - \$25,000 | <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 (as you'd like it listed on program materials): _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

PAYMENT INFORMATION:

- Please send an invoice to the address provided, which I will pay in the month of _____
- Check enclosed (Payable to *Breakthrough Central Texas*)
- Please charge my Credit Card | Circle one: Visa MasterCard AmEx Discover

Name on card: _____

Card number: _____

Exp. Date: _____ CVV: _____

- I have made an online donation at www.breakthroughctx.org/benefit-concert**

PLEASE SUBMIT THIS FORM VIA MAIL, TEXT OR EMAIL TO:

MAIL:

Breakthrough Central Texas
Attn: Michelle Monroe
1050 East 11th Street, Ste. 350
Austin, TX 78702

TEXT:

281.935.2895

EMAIL:

michelle@breakthroughctx.org

For more information about the 2021 Breakthrough Benefit Concert, contact Michelle Monroe at michelle@breakthroughctx.org or 281.935.2895.

Deadline for inclusion on printed invitation is Friday, September 3.
Deadline for inclusion on all other materials is Thursday, October 14.

*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.*

