

CHAIRED BY: TITO & TERE VIDAURRI AND

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.



201 FIRST-GENERATION COLLEGE GRADUATES ...G COUNTING



Breakthrough's passion and advocacy means so much to me and many other Breakthrough students. From a young age,

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

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.





	\$25,000 LEGEND	\$ 10,000 visionary	\$5,000 Dream maker	\$2,500 TRAILBLAZER	\$1,250 ACHIEVER
SPONSORSHIP PERKS					
Event Admission for you and your guests	10	8	6	4	4
Exclusive meet and greet with Grupo Fantasma	\checkmark				
Complimentary parking for you and your guests	\checkmark	\checkmark			
Limited-edition concert t-shirts for you and your guests	\checkmark	\checkmark	\checkmark	\checkmark	
Special discount with rideshare partners	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
PRE-EVENT RECOGNITION					
Cover placement on invitation with Industry exclusive recognition as Presenting Sponsor	\checkmark				
Mention in pre-event press release	\checkmark	\checkmark			
Social media post featuring your brand	Exclusive post	Exclusive post	\checkmark	\checkmark	
Social media story featuring your brand	Exclusive story	Exclusive story	\checkmark	\checkmark	
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	\checkmark				
Logo recognition on limited edition concert t-shirt	\checkmark				
Premium logo recognition on video wall display and event patio	\checkmark				
Night Of Logo feature on a gobo light on the building exterior	\checkmark				
Logo recognition on branded items in party kit for virtual attendees	\checkmark				
Verbal recognition during the program from the event stage	\checkmark	\checkmark			
Recognition on event program and signage	Logo	Logo	Logo	Logo	Name

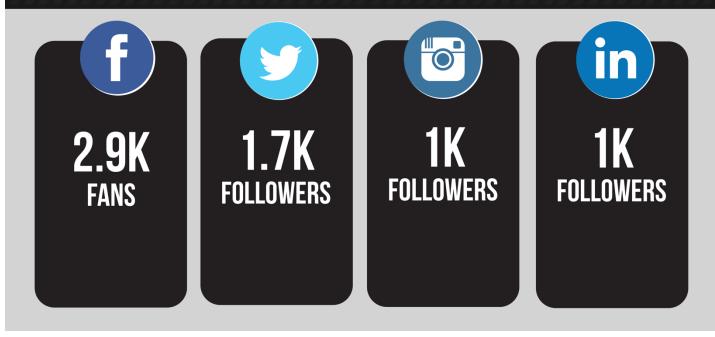
	\$25,000 LEGEND	\$ 10,000 visionary	\$5,000 Dream maker	\$2,500 trailblazer	\$1,250 achiever
POST-EVENT RECOGNITION					
Feature on the Breakthrough blog	\checkmark				
Logo recognition on a sponsor display in Breakthrough's Connected Classroom for one year	\checkmark	\checkmark			
Feature on Breakthrough 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 <u>michelle@breakthroughctx.org</u> or 281-935-2895. Sponsorship commitments can also be fulfilled by returning the form below or through our event page at <u>breakthroughctx.org/benefit-concert</u>. 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



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:

🗆 Trailblazer - \$2,500					
□ Achiever - \$1,250					
D Other					
s):					
Date:					
Visa MasterCard AmEx	Discover				
CVV:					
CVV:					
	Achiever - \$1,250 Other				

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 <u>michelle@breakthroughctx.org</u> 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.

