

BREAKTHROUGH BENEFIT CONCERT

featuring
SIR WOMAN

NOVEMBER 9 at 800 CONGRESS

CHAIRERD BY MICHAEL & KAITLIN RAMIREZ AND RICKY D. GREEN

Join us this fall at the annual Breakthrough Benefit Concert, where Central Texans unite to make a lasting impact on students in our community! By becoming a sponsor for the 2023 event, you can help pave the way to postsecondary success for Central Texas students who aspire to realize their full potential through the transformative power of a college degree.

CREATING A PATH TO & THROUGH COLLEGE

Every child should have the opportunity to benefit from the life-changing power of a college degree. However, in Central Texas only 1 in 4 high school graduates go on to earn a college degree or certificate. For students from under-resourced communities, that number drops to just 1 in 8. That is why Breakthrough makes a long-term commitment, starting as early as 6th grade, to create a path to and through college for students who will be the first in their family to graduate. Breakthrough students, even when compared to students with similar demographics and academic standing, are twice as likely to graduate college as their peers. [Learn more at BreakthroughCTX.org](https://www.breakthroughctx.org).

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities play a crucial role in covering event costs and ensuring that attendees from across the Breakthrough community can participate in the Benefit Concert. This year, an estimated 450 guests will come together for an evening of enjoyment, featuring a silent auction, delectable bites and drinks, an inspiring program, and an exclusive concert performed by 2023 Austin Music Awards Artist of the Year, [Sir Woman](#).

By becoming a sponsor, you'll benefit from prominent visibility before, during, and after the Breakthrough Benefit Concert, while also making a meaningful difference for Breakthrough's mission and students. We encourage you to familiarize yourself with our organization's mission, vision, and values, and consider making a sponsorship commitment if your values align with our unwavering dedication to educational equity and opportunities for all students.



Navigating through adolescence and becoming an adult is hard, but programs like Breakthrough help empower and inspire people to strive for success. Not only does the program expose us to many different experiences, but it truly teaches us about self care and empathy towards ourselves and others. The Breakthrough staff truly cares about their students, and experiencing this support and love has definitely empowered and encouraged me.



MARLENE HUERTA

THE UNIVERSITY OF TEXAS AT AUSTIN
Bachelor of Science in Psychology

BECOME A BENEFIT CONCERT SPONSOR

	\$50,000 PRESENTING SPONSOR	\$25,000 LEGENDARY LEADER	\$10,000 SCHOLAR SUPPORTER	\$5,000 ACHIEVEMENT ALLY	\$2,500 PATHWAY PIONEER	\$1,250 EDUCATION ENTHUSIAST
SPONSORSHIP PERKS						
High-visibility recognition as Presenting Sponsor in all communications and promotion	Exclusive					
Event Admission	20	10	8	6	4	4
Complimentary parking for you and your guests	Valet	Valet	✓	✓		
Discount with rideshare partners	✓	✓	✓	✓	✓	✓
PRE-EVENT RECOGNITION**						
Inclusion in event-related press releases	✓					
Name or logo placement on event invitation	Cover Placement	Premium	Logo	Logo	Name	Name
Social media story featuring name or logo	Exclusive story	Exclusive story	Exclusive story	✓	✓	
Social media post featuring name or logo*	Exclusive post	Exclusive post	✓	✓	✓	
Recognition on Breakthrough's website for up to 12 months	✓	✓	✓	✓	✓	✓
ON-SITE RECOGNITION						
Custom branding opportunity within event space	✓					
Opportunity to include promotional items in giveaway to event attendees	✓					
Custom logo on a gobo light projected at the event venue	✓					
Recognition on event materials including all printed and digital signage	Exclusive Placement	Premium	Logo	Logo	Name	

Verbal recognition during program from event stage	✓					
Recognition on event program	Cover Placement	Premium	Logo	Logo	Name	Name
POST-EVENT RECOGNITION						
Recognition on the Breakthrough blog	Spotlight	Feature	✓			
Recognition in Breakthrough e-newsletter	Spotlight	Feature	✓	✓		

****Sponsorship commitment and logo must be received by September 15 for inclusion on event invitation or by October 2 for inclusion on event materials.**

SOCIAL SPECS AT A GLANCE



3.4K
FANS



1.7K
FOLLOWERS



1.3K
FOLLOWERS



2.1K
FOLLOWERS

SPONSOR A CONCERT EXPERIENCE

Photo Booth Underwriter <i>(only one available!)</i>	\$10,000
All benefits listed under Achievement Ally	✓
Business logo displayed on all photobooth photos and GIFs	✓
Business logo or name prominently featured on photobooth signage	✓
Recognition as an Experience Sponsor on pre-event communications and printed materials	✓



Bar Underwriter <i>(only one available!)</i>	\$10,000
All benefits listed under Achievement Ally	✓
Business logo branded on bar napkins	✓
Business logo or name prominently featured on bar signage	✓
Recognition as an Experience Sponsor on pre-event communications and printed materials	✓



Experience Sponsor opportunities are exclusive and filled on a first come, first served basis. Please contact kate@breakthroughctx.org if you are interested in an Experience Sponsor opportunity.

SECURING A SPONSORSHIP

Sponsorship commitments can be made at breakthroughctx.org/benefit-concert or by returning the form below. If you would like to request an invoice, please contact Rosa Jaramillo at rosa@breakthroughctx.org. For questions about customizing a sponsorship package or in-kind sponsorship opportunities, contact Director of Corporate Partnerships, Kate Garrett, at kate@breakthroughctx.org.

Sponsorship commitment and high-resolution company logos must be received by September 15 for inclusion on event invitation or by October 2 to ensure inclusion in event materials.

BREAKTHROUGH BENEFIT CONCERT SPONSOR LEVELS

I/We would like to support the dreams of aspiring first-generation college graduates by sponsoring the Breakthrough Benefit Concert as a:

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor - \$50,000 | <input type="checkbox"/> Achievement Ally - \$5,000 |
| <input type="checkbox"/> Legendary Leader - \$15,000 | <input type="checkbox"/> Pathway Pioneer - \$2,500 |
| <input type="checkbox"/> Scholar Supporter - \$10,000 | <input type="checkbox"/> Education Enthusiast - \$1,250 |
| <input type="checkbox"/> Experience Sponsor: Bar or Photo Booth - \$10,000 | <input type="checkbox"/> Other Amount: \$ _____ |

Contact name: _____

Full Name (as you'd like to be listed): _____

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 _____
Payment deadline: October 31, 2023.

☐ 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 OR EMAIL TO:

MAIL:

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

EMAIL:

rosa@breakthroughctx.org

For more information about the 2023 Breakthrough Benefit Concert or to pay by ACH or Stock, contact Rosa Jaramillo at rosa@breakthroughctx.org.

*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.*

