



# BREAKTHROUGH BENEFIT CONCERT

✦ IN THE HEART OF AUSTIN, TX ✦

Thursday, October 24  
800 Congress

CHAired BY MICHAEL & KAITLIN RAMIREZ

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 2024 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.

## ABOUT BREAKTHROUGH

Breakthrough is the leading college access and success nonprofit in Central Texas. For more than 20 years, we have partnered with thousands of middle and high school students who aspire to be the first in their family to graduate with a degree or certificate. We make a radical, long-term commitment to students, to and through college, unlocking the power of education and a lifetime of opportunity. We support the whole student with personalized services, work closely with community partners, campuses, and employers, and advocate for our students with lawmakers. Learn more at [BreakthroughCTX.org](https://BreakthroughCTX.org).

## ABOUT 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 a special musical act. 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.

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.



I take immense pride in being the first in my family to graduate from college. My college journey was an emotional roller coaster full of doubts, insecurities, personal achievements, and new lifelong friendships. Looking back I understand that my time in college not only led up to academic success, but also personal growth that has shaped me into the person I am today.

**Daniel Garibay**  
Texas A&M University

## UNDERWRITE AN EXCLUSIVE CONCERT EXPERIENCE

Photo Booth Underwriter (only one available!)	\$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 (only one available!)	\$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 email [concert@breakthroughctx.org](mailto:concert@breakthroughctx.org) if you are interested in an Experience Sponsor opportunity.

# BECOME A 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 press release	✓					
Name or logo placement on event invitation	Cover Placement	Premium	Logo	Logo	Name	Name
Social media post and story featuring name or logo	Exclusive	Exclusive	✓	✓	✓	
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 digital signage and event program	Exclusive Placement	Premium	Logo	Logo	Name	Name
Verbal recognition during program from event stage	✓					
POST-EVENT RECOGNITION						
Recognition of Breakthrough's Summer T-shirt	✓	✓				
Recognition on the Breakthrough blog	Spotlight	Feature	✓			
Recognition in recap email and Breakthrough e-newsletter	Spotlight	Feature	✓	✓		



## BREAKTHROUGH SOCIAL SPECS

at a glance



3.5k followers



1.5k followers



2.8k followers



distribution 5.4k+



monthly visits 8k+

## SECURING A SPONSORSHIP

Sponsorship commitments can be made at [breakthroughctx.org/benefit-concert](http://breakthroughctx.org/benefit-concert) or by returning the enclosed form. If you would like to request an invoice, have questions about customizing a sponsorship package, or wish to explore in-kind sponsorship opportunities, please contact Michelle Monroe, Director of Development, at 281-935-2895 or email [concert@breakthroughctx.org](mailto:concert@breakthroughctx.org).

Sponsorship commitment and high-resolution company logos must be received by August 30 for inclusion on event invitation or by October 4 to ensure inclusion in event materials.

### BREAKTHROUGH CENTRAL TEXAS

3100 E 5th St., Suite 375, Austin, TX 78702  
512-961-5256

email: [concert@breakthroughctx.org](mailto:concert@breakthroughctx.org)  
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