



Breakthrough
**BENEFIT
CONCERT**

FEATURING

BROWNOUT

NOVEMBER 12

LIVE AT 800 CONGRESS

presented by

ORACLE

chaired by

YVETTE RIOS & ROGER SANDAU

Join us as a sponsor for Breakthrough's annual Benefit Concert and enjoy live music, food and drink, inspiring stories, and community connection – all while making an impact in Central Texas! Sponsorships offer **brand visibility** while also creating **life-changing opportunities** for first-generation college students who are forging new paths to achieve college success.

ABOUT BREAKTHROUGH

Breakthrough is the leading college access and success nonprofit in Central Texas. For nearly 25 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.

ABOUT THE BENEFIT CONCERT

This year, an estimated 400 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 opportunities for all students.



Breakthrough didn't just support me through school—they supported my life. I'll never forget my [advisor] in my living room every Friday, helping me push through FAFSA, waivers, and what felt like mountains of paperwork. [Breakthrough] was there through grief, imposter syndrome, and moments I felt like disappearing. Support like this is rare, and it changed my life and my family's future.

Ryanna
St. Edward's University

UNDERWRITE AN EXCLUSIVE CONCERT EXPERIENCE

Photo Booth Underwriter	\$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	✓
DJ Dance Party Underwriter	\$10,000
All benefits listed under Achievement Ally	✓
Business logo branded on after party swag	✓
Business logo or name prominently featured on dance party 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 if you are interested in an Experience Sponsor opportunity.

BECOME A SPONSOR

	\$50,000 PRESENTING	\$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	Logo	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	Logo	Name
Verbal recognition during program from event stage	✓	✓				
Recognition on Breakthrough's Summer T-shirt	✓	✓				
Recognition on the Breakthrough blog	Spotlight	Mention	✓			
Recognition in recap email and Breakthrough e-newsletter	Spotlight	Mention	✓	✓		



BREAKTHROUGH SOCIAL SPECS

at a glance



3.6k followers



2k followers



4.4k followers



distribution 6k+



monthly visits 6k+

SECURING A SPONSORSHIP

Sponsorship commitments can be made at 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 email concert@breakthroughctx.org.

Sponsorship commitment and high-resolution company logos must be received by September 8 for inclusion on event invitation or by October 15 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
www.breakthroughctx.org

New THIS YEAR

NEW EXCLUSIVE OPPORTUNITIES TO CREATE AN UNFORGETTABLE CONCERT EXPERIENCE

Band Underwriter*	\$10,000
All benefits listed under Achievement Ally	✓
Logo placement before the band's entrance and during the show	✓
Recognition as an Experience Sponsor on pre-event communications and printed materials	✓



Program Video Underwriter	\$10,000
All benefits listed under Achievement Ally	✓
Business logo showcased prominently on the video's end screen	✓
Recognition as an Experience Sponsor on pre-event communications and printed materials	✓



Food & Beverage Underwriter	\$15,000
All benefits listed under Scholar Supporter	✓
Brand presence on event bar napkins featuring your business logo	✓
Prominent signage at all food and refreshment stations	✓
Recognition as an Experience Sponsor on pre-event communications and printed materials	✓



*Subject to band approval.

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