



# *Breakthrough* BENEFIT CONCERT

October 30 | 800 Congress | 6:30 PM

*Chaired By*  
IRMA AND JIM BRAND  
WENDY AND STEVE MARTINEZ

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 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 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.



As someone who has faced imposter syndrome and feeling as though they aren't good enough, I am glad I graduated college in a timely manner and have achieved so much. I gained so many experiences, many of which are due to Breakthrough's support. I am blessed to have learned so much during my four years at UT! Breakthrough has given me the tools I need to succeed, and I have high hopes for my academic and career journey!

**Alice T.**  
University of Texas at Austin

## 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	✓
(SOLD) 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](mailto: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 of 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



3.5k followers



1.7k followers



3.8k followers



distribution 6k+



monthly visits 6k+

## SECURING A SPONSORSHIP

Sponsorship commitments can be made at [breakthroughctx.org/benefit-concert](https://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 512-961-5256 or email [concert@breakthroughctx.org](mailto:concert@breakthroughctx.org).

Sponsorship commitment and high-resolution company logos must be received by September 1 for inclusion on event invitation or by October 10 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)  
[www.breakthroughctx.org](https://www.breakthroughctx.org)



## BREAKTHROUGH BENEFIT CONCERT SPONSORSHIP

**I/We would like to unlock the power of education for Breakthrough students by supporting 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 - \$25,000                | <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: Photo Booth - \$10,000 | <input type="checkbox"/> Other Amount: \$ _____         |

Contact Name: \_\_\_\_\_

Recognition Name (*business or personal, 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 10, 2025.*

☐ Check enclosed (Payable to *Breakthrough Central Texas*)

☐ Please charge my Credit Card (Complete section below)

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

☐ I have made an online donation at [www.breakthroughctx.org/benefit-concert](http://www.breakthroughctx.org/benefit-concert)

### PLEASE SUBMIT THIS FORM VIA MAIL OR EMAIL TO:

#### MAIL:

Breakthrough Central Texas  
Attn: Development  
3100 E 5th St., Suite 375  
Austin, TX 78702

#### EMAIL:

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

**For more information about the 2025 Breakthrough Benefit Concert or to pay by ACH or Stock, contact Michelle Monroe at 512-961-5256 or email [concert@breakthroughctx.org](mailto:concert@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.*

