



# BREAKTHROUGH BENEFIT CONCERT

 **FEATURING SWIMMING WITH BEARS**

Presented by: Blue Cross and Blue Shield of Texas   
October 24 | 800 Congress | 6:30 PM

CHAired BY:  
MICHAEL & KAITLIN RAMIREZ  
JEFFREY & CARRIE MCDOWELL

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](http://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

<b>Photo Booth Underwriter (only one available!)</b>	<b>\$10,000</b>
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	✓
<b>Bar Underwriter (only one available!)</b>	<b>\$10,000</b>
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

	<b>\$25,000</b> LEGENDARY LEADER	<b>\$10,000</b> SCHOLAR SUPPORTER	<b>\$5,000</b> ACHIEVEMENT ALLY	<b>\$2,500</b> PATHWAY PIONEER	<b>\$1,250</b> EDUCATION ENTHUSIAST
<b>SPONSORSHIP PERKS</b>					
High-visibility recognition as Presenting Sponsor in all communications and promotion					
Event Admission	10	8	6	4	4
Complimentary parking for you and your guests	Valet	✓	✓		
Discount with rideshare partners	✓	✓	✓	✓	✓
<b>PRE-EVENT RECOGNITION</b>					
Inclusion in event press release					
Name or logo placement on event invitation	Premium	Logo	Logo	Name	Name
Social media post and story featuring name or logo	Exclusive	✓	✓	✓	
Recognition on Breakthrough's website for up to 12 months	✓	✓	✓	✓	✓
<b>ON-SITE RECOGNITION</b>					
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	Premium	Logo	Logo	Name	Name
Verbal recognition during program from event stage					
<b>POST-EVENT RECOGNITION</b>					
Recognition of Breakthrough's Summer T-shirt	✓				
Recognition on the Breakthrough blog	Feature	✓			
Recognition in recap email and Breakthrough e-newsletter	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](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 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)  
[www.breakthroughctx.org](http://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: Bar or 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 1, 2024.*
- 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

For more information about the 2024 Breakthrough Benefit Concert or to pay by ACH or Stock, contact Michelle Monroe at 281-935-2895 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.*

