

20th Anniversary Gala Sponsorship Benefits

Thursday, April 12, 2012 • 6-9pm • The Charles Hotel, Cambridge MA



Breakthrough Cambridge (BTC) welcomes your help to transform urban education. Our two-fold mission creates paths to college *and* careers in education in Cambridge – and beyond. We serve 10% of Cambridge public school students with the city's only free, year-round academic programming. For three years, 100% of our graduating seniors have enrolled in competitive four-year colleges and 75% of our 2010 teachers are working in urban public schools.

The 20th Anniversary Gala will raise \$250,000 to sustain and extend these great successes. Please join us.

All sponsors receive these event-related benefits:

Sponsorship poster with your logo at event
Recognition from the podium (*\$10,000+ sponsors: receive award*)
Logo in pre-event email, mailed invitation, and event slide show (*\$10,000+ sponsors: headlined*)
Logo and link on Breakthrough Cambridge website
Photo in post-event press release

Lead Sponsor – Your company name integrated with our event name.

“Breakthrough Cambridge 20th Anniversary Gala, Sponsored by COMPANY”
Your logo and tag line in all event materials
Speaking opportunity at event
Program guide back cover for your full-page color ad

\$25,000+ Platinum

Logo on our Cambridge billboard (one month, spring 2012)
Sponsorship poster at registration area
Your banner positioned at stage
Event materials branded with your logo (large size) including:
• Event invitation • Public posters • Program Guide • Website
Full-page color ad with premium placement in Program Guide
Ten tickets; premium table seating with Table Sign

\$10,000+ Gold

Priority placement of full-page black & white ad in program guide
Sponsorship poster in reception area and dining room
Event materials branded with your logo (medium size) including:
• Event invitation • Program Guide • Public posters • Website
Eight tickets; priority table seating with Table Sign

\$5,000 Silver

Priority placement of half-page black & white ad in program guide
Event materials branded with your logo (small size) including:
• Event invitation • Program Guide • Public posters • Website
Six tickets; priority table seating with Table Sign



Board Chair Lissa Hodder and husband Mel welcome guests to our Charles Hotel event in December 2010.



A group of 2011 BTC Seniors celebrate with our staff before heading to Barnard, Bentley, Lesley (full scholarship), Pace, St.John's, Syracuse (full scholarship), UMass/Boston, UMass/Dartmouth and Wesleyan.

Invitation Logo Deadline: February 3

Program Book Ad Deadline: March 12

Event Poster Deadline: March 12

Gala sponsors benefit from year-round visibility in 20th Anniversary initiatives, on our website, in our newsletter and other outreach. Ask us about promoting your support of Breakthrough Cambridge as a WBUR underwriter.