Inspire a Breakthrough
2018 Sponsorship Opportunities
# Event Descriptions

## Breakthroughs in Education  
**December 7, 2017**

**About the event:** The 10th annual Breakthroughs in Education, *Raising Caring Kids: From Childhood Through College*, will feature Harvard Graduate School of Education’s Richard Weissbourd. Hosted annually in December, Breakthroughs in Education is a speaker forum that brings together individuals passionate about educational equity to hear keynotes from leading education experts.

**Audience:** The nearly 200 guests include business and education leaders, elected officials, major donors, and other centers of influence passionate about educational equity.

**Event Details:**
- **December 7, 2017 | 6:00 p.m.**
- Mark and Lisa Schwartz Auditorium
- Ragon Institute, 400 Technology Square, Cambridge

Paul Reville, Founding Director of Harvard’s Education Redesign Lab and former Secretary of Education for the Commonwealth of Massachusetts, discussed Out-of-School Time Learning at the 2016 Breakthroughs in Education.

## The Breakthrough Gala  
**May 1, 2018**

**About the event:** The Breakthrough Gala is our signature event that generates critical funds necessary to support our acclaimed college access and teacher training programs in Boston, Cambridge and Somerville. The celebratory occasion features food and music, student and teacher testimonials, and the presentation of the Breakthrough Spirit Award.

**Audience:** More than 400 attendees including business and community leaders, elected officials, and major donors.

**Event Details:**
- **May 1, 2018 | 6:00 p.m.**
- The Cyclorama at the Boston Center for the Arts
- 539 Tremont Street | Boston, MA 02116

Over 500 guests were inspired at the 2017 Breakthrough Gala.

## Summer Celebration  
**August 2018**

**About the event:** Summer Celebration honors and recognizes the achievements of our students and teachers during Breakthrough’s acclaimed six-week Summer Program. The event begins with a showcase of students’ final projects and continues with a student-led program featuring speeches, songs, and skits. Breakthrough hosts two Celebration events, one for each of the Boston and Cambridge program campuses.

**Audience:** Attendees are mostly Breakthrough families, students, and teachers. Other attendees include community supporters, elected officials, local university officials, and public school partners.

**Event Details:**
- The week of August 6-12, 2018
- Locations TBD

*The 2017 events were generously hosted by Massachusetts Institute of Technology and Northeastern University.*
**Opportunities for Visibility**

**Lead Partner ($40,000)**
Recognition at All Three Events: Breakthroughs in Education, The Breakthrough Gala, and Summer Celebration

<table>
<thead>
<tr>
<th>Event Recognition</th>
<th>Year-round Recognition</th>
</tr>
</thead>
</table>
| ◇ Speaking opportunity during event of choice  
◇ Full page color promotion in event programs  
◇ Premier logo placement on event webpages, on-screen at events, and in print promotional material  
◇ Breakthroughs in the Community award honoree  
◇ Verbal and premier slide recognition during each event  
◇ 16 event tickets with front and center seating for The Breakthrough Gala and Breakthroughs in Education | ◇ Inclusion of logo and invitation to speak at one additional BTGB event annually (e.g., Young Professionals fundraiser in September)  
◇ Opportunity for company leadership to write an article about their involvement for BTGB’s annual report  
◇ Premier logo placement on homepage of BTGB website and in tri-annual newsletter (circulation 2,500)  
◇ Tailored full-day volunteer opportunity for employees |

**Platinum Partner ($25,000)**
Recognition at Two Events: Breakthroughs in Education and The Breakthrough Gala

<table>
<thead>
<tr>
<th>Event Recognition</th>
<th>Year-round Recognition</th>
</tr>
</thead>
</table>
| ◇ Full page color promotion in event programs  
◇ Premier logo placement on event webpages, on-screen at events, and in print promotional material  
◇ Breakthroughs in the Community award honoree  
◇ Verbal and premier slide recognition during events  
◇ 12 event tickets with premier seating for The Breakthrough Gala and Breakthroughs in Education | ◇ Supporting logo placement on homepage of BTGB website and in tri-annual newsletter (circulation 2,500)  
◇ Half-day volunteer opportunity for employees |

**Event Sponsor Level Benefits**

<table>
<thead>
<tr>
<th>Sponsorship level:</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
<th>Supporting $2,500</th>
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<tbody>
<tr>
<td>Program advertisement</td>
<td>Full Page B&amp;W</td>
<td>Full Page B&amp;W</td>
<td>Half Page B&amp;W</td>
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<td>Logo recognition (on-screen and print)</td>
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<tr>
<td>Logo recognition (event webpage)</td>
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<tr>
<td>Verbal recognition during event program</td>
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<tr>
<td>Slide recognition during event program</td>
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<td>Seating and/or table placement</td>
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<tr>
<td>Logo recognition on Breakthrough website</td>
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<td>Recognition in the Breakthrough Bulletin (circulation approx. 2,500)</td>
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<td>Name Listed</td>
<td>Name Listed</td>
<td>Name Listed</td>
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<tr>
<td>Invitation to special summer visitor day</td>
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<tr>
<td>Social media recognition</td>
<td>Individual</td>
<td>Group</td>
<td>Group</td>
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About Breakthrough Greater Boston

History and Mission
Founded in 1992 by MacArthur Genius Awardee Dr. Angela Duckworth, Breakthrough Greater Boston is transforming urban education for students and teachers through its unique Students Teaching Students model. Through six years of intensive, tuition-free, out of school time programming, Breakthrough changes students’ academic trajectories and supports them along the path to four-year college. Simultaneously, Breakthrough builds the next generation of teachers through competitive recruitment, research-based training, and coaching from master teachers.

In 2013, after twenty years of success in Cambridge, we introduced Breakthrough’s model to Boston, which will deliver BTGB’s full six years of programming in 2018-19. In 2017, BTGB entered into a partnership agreement with Somerville Public Schools to open a third site in the summer of 2018. Now, with programs in Boston, Cambridge and Somerville, Breakthrough will ultimately grow to serve 900 students and 200 aspiring teachers each year.

Our Programs
Breakthrough intervenes early in students’ academic careers and provides ongoing academic, social emotional, and college access support through 12th grade. Breakthrough is also changing the face of urban education by recruiting, training, and inspiring diverse, high achieving college and high school students to be the next generation of educators. We operate the following three programs:

1. The Middle School Program is a fun, rigorous, year-round academic program with three components: a) an intensive six-week, full day summer program offering five academic classes and a 3:1 student to teacher ratio; b) a school-year program that features weekly after school electives and tutoring; and c) a year-round advocacy program that includes regular contact with students’ teachers, family, and counselors.

2. The High School Program helps ensure each student succeeds in college-track classes and gains admittance to a four-year college. The program has five core elements: a) advocacy that provides assistance with course selection and tutor matching; b) high school readiness programming for 9th graders; c) after school Study Hall Plus for 9th and 10th graders; d) internship placement for 10th-12th graders; and e) a college access program that supports 11th and 12th grade students completing their college applications.

3. The Teacher Training Program is an eight-week program that trains high-achieving college and high school students to teach and provides them with hands-on classroom experience. With guidance from professional educators, students shoulder the responsibilities of full-time educators as they: a) implement curricula; b) plan daily lessons; c) manage student behavior; and d) commit their time to helping younger students prepare for postsecondary education.

Results
Through the simple notion of bringing together high-need students who are motivated to achieve admission to four-year college and college students who are interested in learning what it means to be a teacher, Breakthrough achieves tremendous outcomes.

- **Breakthrough sends low-income students to four-year college.** For the past six years, 97% of our graduating seniors have matriculated in four-year colleges.
- **Breakthrough is changing the face of urban education.** On average, over 75% of our diverse, high-achieving college students pursue careers in education.