



Charity Partners of Austin ~ Sponsorship

For those who want to support charities helping kids and families in the greater Austin area, Charity Partners of Austin has a ticket for you or your business!

Charity Partners of Austin is a 100% volunteer-based organization and relies on the support of our community partners in the success of our Mission!

Here's why a donation to CPA provides more bang for your buck:

For Individuals:

- **Your money is multiplied:** Every tax-deductible dollar donated to CPA is multiplied in donations to our grant recipients. CPA events return \$2-\$3 or more in donation proceeds for every dollar invested - your gift to CPA goes much farther than it would if you donated directly to the charity.
- **You get to interact:** CPA events involve direct participation by our grant recipients. You'll have plenty of opportunity to interact directly with members of our charities to hear first-hand what they do. In some cases, CPA develops volunteer projects with the charities, which enables you to continue your engagement after the event is over.
- **CPA does the legwork:** It can be time-consuming for individuals to sort through the multitude of nonprofit organizations and decide which ones merit the most support. CPA's grant administration process uses an objective approach to find the charities that will benefit the most from our donation dollars.

For Businesses: In addition to all of the benefits that an Individual receives, Businesses will receive:

- Access to the unique demographic of our target market - philanthropic professionals who enjoy entertainment with a unique, Austin-style flavor.
- Recognition in pre-event advertising, event programs, and post-event publicity hitting thousands of people.
- Opportunity for significant hands-on presence and participation in the events.
- Ongoing recognition and links from our website.
- Complimentary VIP tickets to events - a great way to reward employees or entertain clients!
- Tax-deductible support for a very worthy cause!

Season Sponsorships are available at multiple levels for individuals and businesses. Support is also welcome for individual events - just let us know how you'd like to get involved and at what level, and we'll work together to customize a package that fits your needs!



Following is a summary of Season Sponsorship levels. See below for a complete breakdown of benefits at each Sponsorship level:

Platinum Sponsor (Corporate) or Foundation Rock Star (Individual)

Minimum donation - \$25,000 per year (limit of 6 platinum sponsors per year)

Gold Sponsor (Corporate) or Foundation Lead Singer (Individual)

Minimum donation - \$15,000 per year

Silver Sponsor (Corporate) or Foundation Band Member (Individual)

Minimum donation - \$10,000 per year

Bronze Sponsor (Corporate) or Foundation Crewmember (Individual)

Minimum donation - \$5,000 per year

Foundation Roadie (Individual)

Minimum donation - \$1,000 per year

Foundation Groupie and Foundation Friend (Individual)

Minimum donation - \$500 & \$100 per year

SUMMARY OF SPONSORSHIP LEVELS:

	BUSINESS INDIVIDUAL	Platinum Rock Star	Gold Lead Singer	Silver Bandmember	Bronze Crewmember	N/A Roadie	N/A Groupie	N/A Friend
	Donation Amount	\$25K	\$15K	\$10K	\$5K	\$1K	\$500	\$100
Overall:								
Association with supporting kids and families		√	√	√	√	√	√	√
Plaque		√	√					
Competitor exclusivity		√						
Public Relations:								
Support for CPA		√	√	√	√			
Coverage and links from CPA website		√	√	√	√			
Customized endorsement by CPA		√	√					
Recognition in CPA press and media releases		√						
Advertising / Media Recognition:								
Recognition in all CPA event PR - print, web, radio, TV, event posters/t-shirts		√	√	√				
Recognition in event programs and brochures		√	√	√				
Website:								
Placement of name on CPA website		√	√	√	√	√	√	√
Events:								
Limo Service for an event		2						
Tickets to VIP private dinners		6	4	2				
Tickets to VIP events		6	4	2	2	1		
CPA T-shirts		6	4	2	2	1	1	1
Event programs		√	√	√	√	√		
Event signage		√	√	√				
Backstage access and introduction to performers		√	√					
Event on-stage introduction		√						
Event promotional tables/booths		√						

www.charitypartnersofaustin.org

email: info@charitypartnersofaustin.org



Platinum Sponsor (Corporate) or Foundation Rock Star (Individual)

Minimum donation - \$25,000 per year (limit of 6 platinum sponsors per year)

Overall Benefits:

Association with supporting local Austin-area charities helping kids and families.
Exclusivity in area of business, and non-competitive media sponsorship.
Plaque recognizing your contribution.

Public Relations:

Positive PR benefits of raising money for an important charitable organization – Charity Partners of Austin.
Coverage and links from **CPA** website, and customized endorsement.
Recognized as a sponsor in all press and media releases.

Advertising/Media recognition:

Recognized as an event sponsor in multiple mediums, including at a minimum:

- o Print: Austin American Statesman, Austin Chronicle, Austin Monthly, Parent:Wise, Austin Family, The Good Life, Shout, multiple neighborhood newsletters.
- o Web: Austin 360, DowntownAustin.org, Soulcity, News 8
- o Radio: All CPA events will have at least one radio sponsor among major local stations including KGSR, KLBJ, KUT, KMFA, and KVRX/KOOP
- o TV: Some CPA events may include major TV spots.
- o Events: Premier placement of corporate logo on all event collateral material – official event posters, t-shirts, publicity brochures, and event programs.

Letterhead – Company logo or individual name placed on the bottom of CPA letterhead.

Website:

Corporate – Premier placement of company logo on the CPA website and link to your website from logo
Individual – Premier picture and name placement on the CPA website

Event Marketing:

Limousine Service provided for two events
6 VIP tickets per event
6 invitations to VIP dinner events
6 Charity Partner of Austin T-shirts
Backstage access and introduction to performers
Signage and standalone promotional booths at each event, and on-stage introduction



Gold Sponsor (Corporate) or Foundation Lead Singer (Individual)

Minimum donation - \$15,000 per year

Overall Benefits:

Association with supporting local Austin-area charities helping kids and families.
Plaque recognizing your contribution

Public Relations:

Positive PR benefits of raising money for an important charitable organization – Charity Partners of Austin.
Coverage and links from **CPA** website, and customized endorsement.

Advertising/Media recognition:

Recognized as an event sponsor in multiple mediums, including at a minimum:

- o Print: Austin American Statesman, Austin Chronicle, Austin Monthly, Parent:Wise, Austin Family, The Good Life, Shout, multiple neighborhood newsletters.
- o Web: Austin 360, DowntownAustin.org, Soulcity, News 8
- o Radio: All CPA events will have at least one radio sponsor among major local stations including KGSR, KLBK, KUT, KMFA, and KVRX/KOOP
- o TV: Some CPA events may include major TV spots.
- o Events: Premier placement of corporate logo on all event collateral material – official event posters, t-shirts, publicity brochures, and event programs.

Website:

Corporate – Placement of company logo on the CPA website and link to your website from logo
Individual – Name placement on the CPA website

Event Marketing:

4 VIP tickets per event
4 invitations to VIP dinner events
4 Charity Partner of Austin T-shirts
Backstage access and introduction to performers



Silver Sponsor (Corporate) or Foundation Band Member (Individual)

Minimum donation - \$10,000 per year

Overall Benefits:

Association with supporting local Austin-area charities helping kids and families.

Public Relations:

Positive PR benefits of raising money for an important charitable organization – Charity Partners of Austin.

Coverage and links from CPA website.

Advertising/Media recognition:

Events: Placement of corporate logo on event collateral material – print advertisements, publicity brochures, and event programs.

Website:

Corporate – Placement of company logo on the CPA website and link to your website from logo

Individual – Name placement on the CPA website

Event Marketing:

2 VIP tickets per event

2 invitations to VIP dinner events

2 Charity Partner of Austin T-shirts

Signage at each event



Bronze Sponsor (Corporate) or Foundation Crewmember (Individual)

Minimum donation - \$5,000 per year

Overall Benefits:

Association with supporting local Austin-area charities helping kids and families.

Public Relations:

Positive PR benefits of raising money for an important charitable organization – Charity Partners of Austin.

Coverage and links from CPA website.

Advertising/Media recognition:

Events: Placement of corporate logo on programs.

Website:

Corporate – Placement of company logo on the CPA website and link to your website from logo

Individual – Name placement on the CPA website

Event Marketing:

2 VIP tickets per event

2 Charity Partner of Austin T-shirts



Foundation Roadie (Individual)

Minimum donation - \$1,000 per year

Overall Benefits:

Association with supporting local Austin-area charities helping kids and families.

Website:

Individual – Name placement on the CPA website

Event Marketing:

- 1 VIP tickets per event
- 1 Charity Partner of Austin T-shirts

Foundation Groupie and Foundation Friend (Individual)

Minimum donation - \$500 per year (Groupie)
- \$100 per year (Friend)

Overall Benefits:

Association with supporting local Austin-area charities helping kids and families.

Website:

Individual – Name placement on the CPA website

Event Marketing:

- 1 Charity Partner of Austin T-shirts



SUMMARY OF SPONSORSHIP LEVELS:

BUSINESS INDIVIDUAL	Platinum Rock Star	Gold Lead Singer	Silver Bandmember	Bronze Crewmember	N/A Roadie	N/A Groupie	N/A Friend
Donation Amount	\$25K	\$15K	\$10K	\$5K	\$1K	\$500	\$100
Overall:							
Association with supporting kids and families	√	√	√	√	√	√	√
Plaque	√	√					
Competitor exclusivity	√						
Public Relations:							
Support for CPA	√	√	√	√			
Coverage and links from CPA website	√	√	√	√			
Customized endorsement by CPA	√	√					
Recognition in CPA press and media releases	√						
Advertising / Media Recognition:							
Recognition in all CPA event PR - print, web, radio, TV, event posters/t-shirts	√	√	√				
Recognition in event programs and brochures	√	√	√				
Website:							
Placement of name on CPA website	√	√	√	√	√	√	√
Events:							
Limo Service for an event	2						
Tickets to VIP private dinners	6	4	2				
Tickets to VIP events	6	4	2	2	1		
CPA T-shirts	6	4	2	2	1	1	1
Event programs	√	√	√	√	√		
Event signage	√	√	√				
Backstage access and introduction to performers	√	√					
Event on-stage introduction	√						
Event promotional tables/booths	√						



Our Demographics:

- **CPA events are designed to target multiple market segments:**
 - o **VIP events** cater to those who prefer a more intimate setting, earlier show times, excellent refreshments, and opportunities for great auction items. CPA's VIP list is weighted to a very affluent set from the technology and finance fields.
 - o **General performances** are enjoyed by those who want a fun night on the town without the hassles of a normal club event – our performances include earlier show times, venues that aren't over-crowded, with fun activities such as door prizes and raffles.
 - o **Family matinee** events invite parents to bring their kids along for unique, multi-cultural entertainment in kid-friendly locations!

- **During the course of a season, you can expect the following exposure ***
 - o A minimum of 3 VIP events per season in the Summer, Fall, and Spring, reaching ~500 affluent people. Opportunities for face-to-face interaction at the events for live auctions or other participation.
 - o A minimum of 2 major general public events in Summer & Spring, reaching ~3000 people, with potential for 2-3 additional public events during the course of the season reaching an additional ~2000 people. Opportunities for hands-on presence at the events for door prizes, raffles, or other participation.
 - o A minimum of 3 Family events in Summer, Fall, and Spring, reaching 3000 adults+kids. Opportunities for hands-on presence at the events for door prizes, raffles, or other participation.

* Numbers may include repeat customers at multiple events.)

***** Charity Partners of Austin is a socially-conscious organization that operates under the highest standard of ethics. We do not discriminate on the basis of sexual orientation, gender, age, marital status, national origin or physical ability. We do not accept sponsorship from:**

- Political groups intending to influence legislation or support candidates for political office;
- Religious organizations for sectarian purposes;
- Any organizations that discriminate on the basis of sexual orientation, gender, age, marital status, national origin or physical ability.