

SPRING BREAK

WHERE POTENTIAL FLOURISHES

SPONSORSHIP OPPORTUNITIES



SATURDAY, MAY 4 7:00PM - 10:00PM
VIP RECEPTION 6:00 PM - 7:00 PM
SOFI STADIUM

SPRING BREAK HOST COMMITTEE:

Rich Battista (Board Co-Chair)

Dwight Caines (Event Co-Chair)

Erik Feig (Event Co-Chair)

Jennifer Gonring

David Shaheen

Michelle Sobrino-Stearns

Octavia Spencer

Fernando Szew

ENJOY: LIVE MUSICAL PERFORMANCE - SPECIALTY COCKTAILS & FOOD PAIRINGS -
GAMES, GIVEAWAYS & BRAND ACTIVATIONS - RED CARPET & SPECIAL GUESTS

cityyearspringbreak.org



SPRING BREAK

WHERE POTENTIAL FLOURISHES

ABOUT CITY YEAR

City Year L.A. recruits diverse student success coaches from the AmeriCorps program and places them in under-resourced public schools in Los Angeles, where we support them to serve as full-time tutors, mentors and role models to the students who need them most.

Supporting City Year by **sponsoring**
Spring Break means empowering more than 14,000 students
across Los Angeles to thrive academically, emotionally, and
socially. Together, we can make a lasting impact on the lives of



SPRING BREAK

WHERE POTENTIAL FLOURISHES

ABOUT SPRING BREAK

Spring Break is not your average gala: it's the after party without the sit-down dinner that attracts a crowd of over 600 for an epic night out—all **in support of the thousands of students City Year helps to succeed in school and beyond.**

Spring Break is an annual benefit with a real difference: from business and community leaders and celebrities and influencers to the students we serve and the student success coaches who support them, year after year our guest list demonstrates that you can make a difference while having fun.

NEW FOR 2024! Spring Break has a new destination: SoFi Stadium. Surrounded by the lush greenery of The Gallagher Garden, Spring Break creates a verdant oasis where guests can celebrate with each other and raise a glass to special honorees who will receive the Award for Service to a Cause Greater Than Self.



SPRING BREAK

WHERE POTENTIAL FLOURISHES

LIVE PERFORMANCE

Every year, we cap off the night on a high with a fantastic live performance featuring performers like **Chloe, Miguel, Carly Rae Jepsen, Imagine Dragons, OnceRepublic, Cashmere Cat, LMFAO and Aloe Blacc.** This year's performer will be announced soon at cityyearspringbreak.org.



SPRING BREAK

WHERE POTENTIAL FLOURISHES

RED CARPET & SPECIAL GUESTS

Past guests include:

Elizabeth Banks
Jason Bateman
Kristen Bell
Julie Bowen
Sterling K. Brown
Logan Browning
Simon Cowell
Terry Crews
Darren Criss
Zoey Deutch
Zac Efron
America Ferrera
Jennifer Garner
Donald Glover
Xochitl Gomez
Justin Hartley
Sean Hayes
Derek Hough

Allison Janney
Collins Key
Regina King
Lisa Kudrow
Chrissy Metz
Mandy Moore
NE-YO
Nick Offerman
Jenna Ortega
Nicole Richie
Emma Roberts
Blake Shelton
Anna Sitar
Dax Shepard
Brittany Snow
Octavia Spencer
Milo Ventimiglia
Zendaya



SPRING BREAK

WHERE POTENTIAL FLOURISHES

BRAND PROMOTIONS & ACTIVATIONS

The lavish urban oasis of The Gallagher Garden at SoFi Stadium coupled with the adjacent Gallagher Club with views of the stadium and the world-famous Infinity Screen provide amazing opportunities and spaces to showcase your brand.

Be part of a unique opportunity with myriad options to engage highly connected Angelenos, celebrities, and their families.

Opportunities include:

- Brand promotions on the Infinity Screen and Ribbon screens in the stadium
- Brand takeover in the Gallagher Club
- Branding the stage and/or the step-and-repeat
- Stand-alone booths and activations in strategically advantageous locations throughout the space
- Drinks sponsors

Past brand activations include:

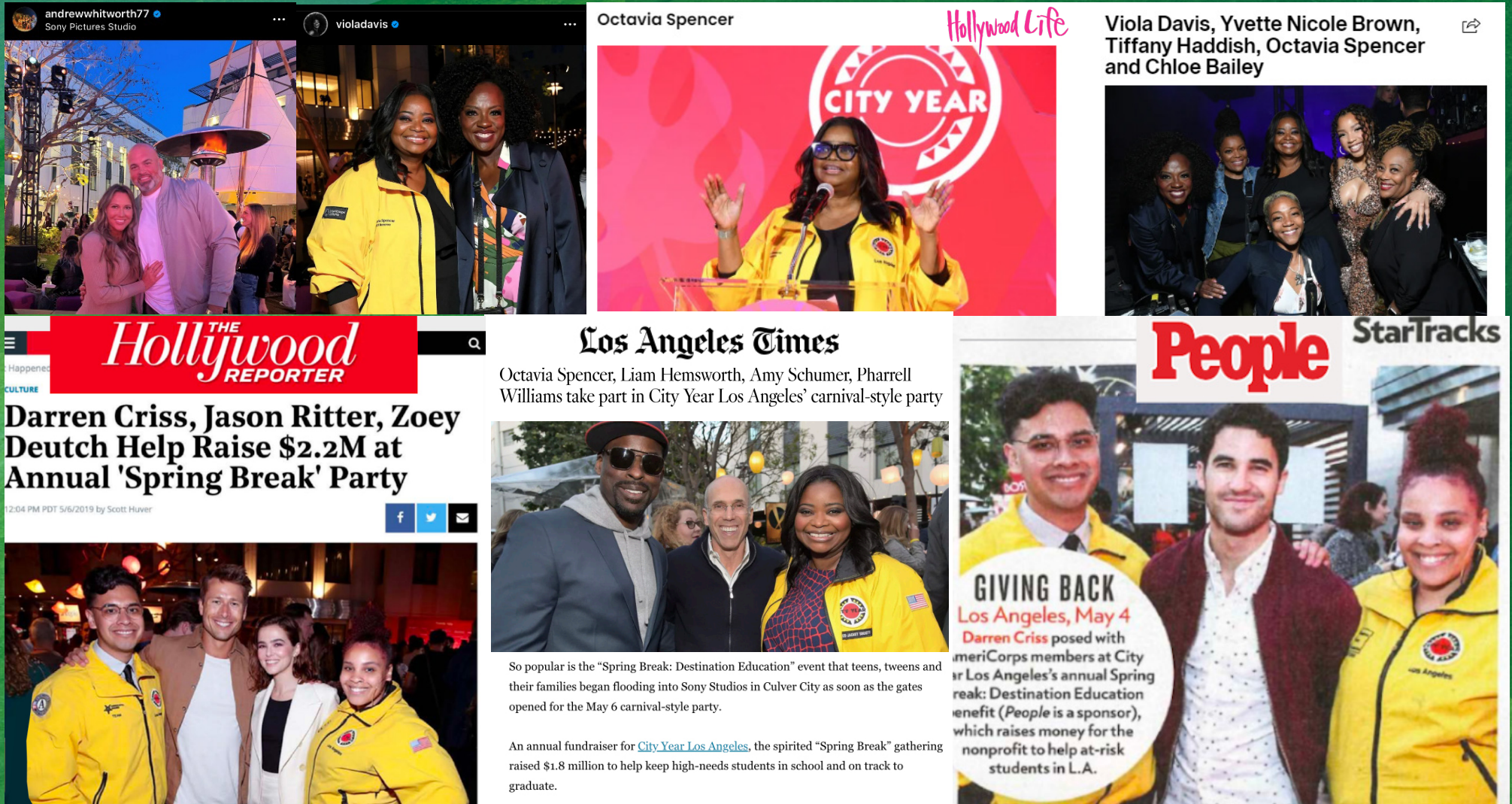


SPRING BREAK

WHERE POTENTIAL FLOURISHES

MEDIA

Spring Break commands local and national press coverage and garners exposure across newspapers, magazines, TV, and social media with millions of media impressions.



Print coverage: The Hollywood Reporter, Variety, AP, USA Today, People, Los Angeles Times and more.



SPONSORSHIP OPPORTUNITIES



PRESENTING
SPONSOR
\$100,000

- **Up to 14 spots on the VIP Exclusive Access Stadium Tour with Champagne**
- **14 VIP Package Spring Break Tickets (includes premium hospitality & custom swag)**
- 8 premium parking spots in private event-entrance-adjacent lot
- Dedicated consultant to tailor at-event brand promotional opportunity to your unique needs and objectives
- Opportunity to brand the world-famous stadium Infinity Screen (additional production fee applies)
- On-stage verbal recognition ahead of Honoree Award presentation
- Live recognition on City Year social media channels during the event
- Logo included on Step & Repeat
- Premier brand recognition on all Spring Break collateral (print, digital, & on-site during event)
- Top-featured recognition in Spring Break Press Release
- Option to include brand promotion and messaging in the Spring Break Digital Tribute Journal (full-screen)
- Opportunity to showcase your partnership with City Year in *Variety Magazine* advertorial
- Exclusive Meet & Greets at the event
- **Your Presenting Sponsorship gift covers 8 City Year Student & Family tickets**

PURCHASE SPONSORSHIPS, ADS & TICKETS

cityyearspringbreak.org

To discuss sponsoring Spring Break, contact Sandy Rodriguez, Corporate Partnerships Director
srodriguez3@cityyear.org | 213.290.7545



SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR **\$60,000**

- **Up to 12 spots on a Private Stadium Tour**
- **12 Spring Break Tickets**
- 8 reserved parking spots in prime position in Lot E
- Opportunity to brand the stadium seating ribbon screens (additional production fee applies)
- Opportunity to brand the world-famous stadium Infinity Screen (additional production fee applies)
- Opportunity for premium custom brand promotion
- Prominent brand recognition on all Spring Break collateral (print, digital, & on-site during event)
- Recognition on City Year social media channels and in Spring Break Press Release
- Option to include brand promotion and messaging in the Spring Break Digital Tribute Journal (full-screen)
- **Your Platinum Sponsorship gift covers 6 City Year Student & Family tickets**

GOLD SPONSOR **\$30,000**

- **Up to 10 spots on a Private Stadium Tour**
- **10 Spring Break Tickets**
- Guaranteed on-site complimentary parking
- Brand recognition on all Spring Break collateral (print, digital, & on-site during event)
- Option to include brand promotion and messaging in the Spring Break Digital Tribute Journal (half-screen)
- Recognition on City Year social media channels and in Spring Break Press Release
- Opportunity for premium custom brand promotion
- **Your Gold Sponsorship gift covers 4 City Year Student & Family tickets**

SILVER SPONSOR \$15,000

- **8 Spring Break Tickets**
- **Guaranteed on-site complimentary parking**
- Sponsor listing on Spring Break event website and digital night-of acknowledgement reel
- Options for brand promotion at event
- Option to include brand promotion and messaging in the Spring Break Digital Tribute Journal (half-screen)
- **Your Silver Sponsorship gift covers 2 City Year Student & Family tickets**

BRONZE SPONSOR \$10,000

- **6 Spring Break Tickets**
- **Guaranteed on-site complimentary parking**
- Sponsor listing on Spring Break event website and digital night-of acknowledgement reel
- Option to include brand promotion and messaging in the Spring Break Digital Tribute Journal (half-screen)
- **Your Bronze Sponsorship gift covers 2 City Year Student & Family tickets**

TICKET PACKAGES

- **Friends & Family Package - \$5,000**
 - 4 tickets to event
 - Guaranteed on-site complimentary parking
 - Option to include brand promotion and messaging in the Spring Break Digital Tribute Journal (quarter-screen)
- **Individual tickets - \$500 per ticket**

DIGITAL TRIBUTE JOURNAL

Our Tribute Journal is a digital book emailed to participants and will be featured prominently on large high-definition LED screens at the event. The E-Journal highlights the impact of City Year LA, recognizes our sponsors, and pays tribute to our 2024 Spring Break Honorees.

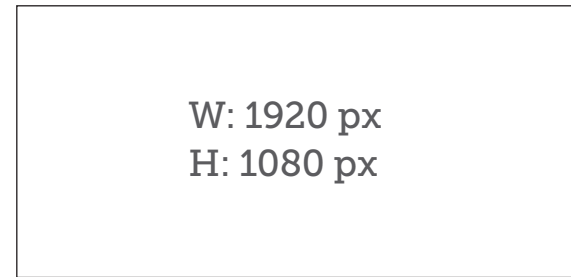
Full-Screen Ad — \$10,000

Half-Screen Ad — \$5,000

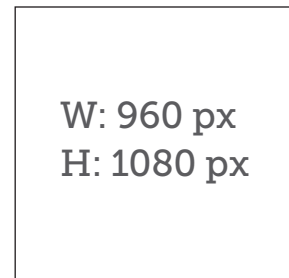
Quarter-Screen Ad — \$2,500

Ad Specifications

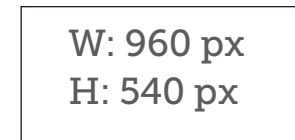
- Full-screen ads are 1920px x 1080px
- Half-screen ads are 960px x 1080px
- Quarter-screen ads are 960px x 540px
- No bleeds or crop marks
- Submission Format: JPEG, PNG or PDF- minimum 300 PPI



Full-Screen



Half-Screen



Quarter-Screen

Illustrations are not to scale.

City Year can provide design services for your artwork, charged at \$75/hour.

All completed artwork must be received by April 17th to be included.

PURCHASE SPONSORSHIPS, ADS & TICKETS

cityyearspringbreak.org

To discuss sponsoring Spring Break, contact Sandy Rodriguez, Corporate Partnerships Director
srodriguez3@cityyear.org | 213.290.7545