



CITY YEAR LOS ANGELES

SPRING BREAK

DESTINATION EDUCATION

SATURDAY, MAY 6 • 7PM-10PM

SONY PICTURES STUDIOS

SPRING BREAK HOST COMMITTEE INCLUDES:

Erik Feig (Event Chair)

Dwight Caines

Jennifer Gonring

Hannah Minghella

Michelle Sobrino-Stearns

Fernando Szew

Tony Vinciguerra

Rich Battista (Board Co-Chair)

Leslee Feldman

Andrew Hauptman

Erik Moreno

Chip Sullivan

Ali Trustman

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

cityyearspringbreak.org





CITY YEAR LOS ANGELES
SPRING BREAK
 DESTINATION EDUCATION

2023 SNEAK PEAK!



2023 SPRING BREAK HONOREE
OCTAVIA SPENCER



2023 SPRING BREAK HONOREE
KEVIN DEMOFF

PRESENTERS INCLUDE:

VIOLA DAVIS

Academy Award-Winning Actor, Producer & New York Times Best Selling Author

ANDREW WHITWORTH

Super Bowl LVI Champion & 2021 Walter Payton NFL Man of the Year

HONORARY COMMITTEE INCLUDES:

Stephanie Allynne
 Molly Gordon
 Phil Lord
 Yvonne Orji
 Sebastian Stan

Zoey Deutch
 Phil Keoghan
 Chris Miller
 Victoria Pedretti
 Kelly Marie Tran

America Ferrera
 Collins Key
 Max Minghella
 Ben Platt

Isla Fisher
 George Lopez
 Tig Notaro
 Justice Smith



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CITY YEAR LOS ANGELES

City Year deploys diverse AmeriCorps members into under-resourced public schools in Los Angeles to serve as full-time tutors and mentors to ensure students reach their full potential.

Your support will help ensure that City Year continues serving **more than 14,000 kids across Los Angeles during this critical time of pandemic recovery.**





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SPRING BREAK: DESTINATION EDUCATION

Spring Break is City Year Los Angeles' annual benefit that brings together over 900 guests – including, community and business leaders, celebrities and influencers, student families and AmeriCorps members – **to help students across L.A. thrive in school and in life.**





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LIVE MUSICAL PERFORMANCES

We cap off the evening with a musical performance from a top recording artist. In years past, we've enjoyed noteworthy performances by **Miguel, Carly Rae Jepsen, Charlie Puth, Imagine Dragons, OneRepublic, and Aloe Blacc.**





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RED CARPET & SPECIAL GUESTS

Past guests include:

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

Derek Hough
Allison Janney
Regina King
Lisa Kudrow
Chrissy Metz
Mandy Moore
NE-YO
Nick Offerman
Jenna Ortega
Nicole Richie
Emma Roberts
Blake Shelton
Brittany Snow
Octavia Spencer
Milo Ventimiglia
Zendaya





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BRANDING & ACTIVATIONS

Our festival-like **interactive booths, games and giveaways** — by popular brands — attract highly connected Angelenos, celebrities and their families. Be a part of this unique branding opportunity!

Past brand activations have included:





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MEDIA

City Year's Spring Break event commands local and national press coverage and garners exposure across newspapers, magazines, TV, and social media with **100M+ total media impressions.**

Los Angeles Times

Octavia Spencer, Liam Hemsworth, Amy Schumer, Pharrell Williams take part in City Year Los Angeles' carnival-style party



CityYearLA @CityYearLA · May 7, 2022
 Ever dream about jumping into your fave show? Well at Spring Break, anything is possible! This yr. @peacockTV's booth promoted their show #Girls5Eva & guests who stopped by were able to have their own video shoot based off an episode of the show! #LightsCameraAction #AngelenosDo



g Break: Destination Education' event that teens, tweens and
 ending into Sony Studios in Culver City as soon as the gates



THE HOLLYWOOD REPORTER
 Darren Criss, Jason Ritter, Zoë Lister-Jones, and Stacey Snider Help Raise \$2.2M at Annual 'Spring Break' Party
 12:04 PM PDT 5/6/2019 by Scott Huver



VARIETY
 Octavia Spencer, Stacey Snider, Carly Rae Jepsen, and Pharrell Williams Help Raise \$1.5M at City Year Spring Break



People **StarTracks**
 GIVING BACK
 Los Angeles, May 4
 Darren Criss posed with meriCorps members at City Year Los Angeles's annual Spring Break: Destination Education benefit (People is a sponsor), which raises money for the nonprofit to help at-risk students in L.A.

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

SPONSORSHIPS OPPORTUNITIES



CITY YEAR LOS ANGELES
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DESTINATION EDUCATION

PRESENTING SPONSOR \$100,000

- Special verbal recognition as a Presenting Sponsor at the event
- Option for premium custom booth or brand promotion at event
- Best logo placement in print/digital invitation* and event website
- At event: Largest logo in printed program and most frequent slide rotation
- Full-page ad in digital tribute journal
- **Includes 12 tickets to event and pre-event Sponsors Reception**
- AND will **sponsor 8 City Year student/family tickets**

PLATINUM SPONSOR \$60,000

- Options for large custom booth or brand promotion at event
- Prime logo placement in print/digital invitation* and event website
- At event: Large logo in printed program and frequent slide rotation
- Full-page ad in digital tribute journal
- **Includes 10 tickets to event and pre-event Sponsors Reception**
- AND will **sponsor 6 City Year student/family tickets**

GOLD SPONSOR \$30,000

- Options for custom booth or brand promotion at event
- Logo in print/digital invitation* and event website
- At event: Logo in printed program and slide rotation
- Full-page ad in digital tribute journal
- **Includes 10 tickets to event and pre-event Sponsors Reception**
- AND will **sponsor 4 City Year student/family tickets**

Sponsors who host brand activations also receive the following benefits:

- Included in event promotion in Variety
- Included on dedicated event signage (including social media wall photo opp for guests)
- Opportunities to include branded products and offerings
- Social media promotion

SPONSORSHIPS

(CONTINUED)



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DESTINATION EDUCATION

SILVER
SPONSOR
\$15,000

- Options for brand promotion at event
- Sponsor listing in print invitation* and event website
- At event: listed as a sponsor in printed program and slide rotation
- Half-page ad in digital tribute journal
- **Includes 8 tickets to event and pre-event Sponsors Reception**

BRONZE
SPONSOR
\$10,000

- Sponsor listing in print invitation* and event website
- At event: listed as a sponsor in printed program and slide rotation
- Half-page ad in digital tribute journal
- **Includes 6 tickets to event and pre-event Sponsors Reception**

TRIBUTE JOURNAL ADS

Full-Page Ad - \$5,000

Half-Page Ad - \$2,500

Digital Ads will play on a loop on multiple screens at the event and be featured on the City Year website

TICKET PACKAGES

Friends & Family Package - \$5,000

- **5 tickets to event**
- Half-page ad in Tribute Journal

Individual Tickets — \$500 per ticket

Purchase SPONSORSHIPS, ADS & TICKETS
www.cityyearspringbreak.org

For more information contact:
Oxana Ermolova, Corporate Partnerships Director
oermolova@cityyear.org | 310.465.7253

*Benefits are dependent on print deadlines. Please refer to cityyearspringbreak.org for specific dates.