



CITY YEAR LOS ANGELES

# SPRING BREAK

DESTINATION EDUCATION

SATURDAY, MAY 6 • 7PM-10PM

**SONY PICTURES STUDIOS**



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SPRING BREAK HOST COMMITTEE INCLUDES:

**Rich Battista** (Board Co-Chair)

Jennifer Gonring  
Hannah Minghella  
Fernando Szew

**Erik Feig** (Event Chair)

Andrew Hauptman  
Michelle Sobrino-Stearns

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

**[cityyearspringbreak.org](http://cityyearspringbreak.org)**



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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:

NETFLIX

People

REAL D

RIOT GAMES



Spotify

UNIVISION  
COMMUNICATIONS INC



Walmart



food

HBO

hulu

INTERSTATE  
1  
RECORD

J BRAND

COMCAST  
NBCUNIVERSAL

J.P.Morgan



LA RAMS

Microsoft



CBS

A+E  
NETWORKS



aramark

amazonstudios







# CITY YEAR LOS ANGELES SPRING BREAK DESTINATION EDUCATION

## 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

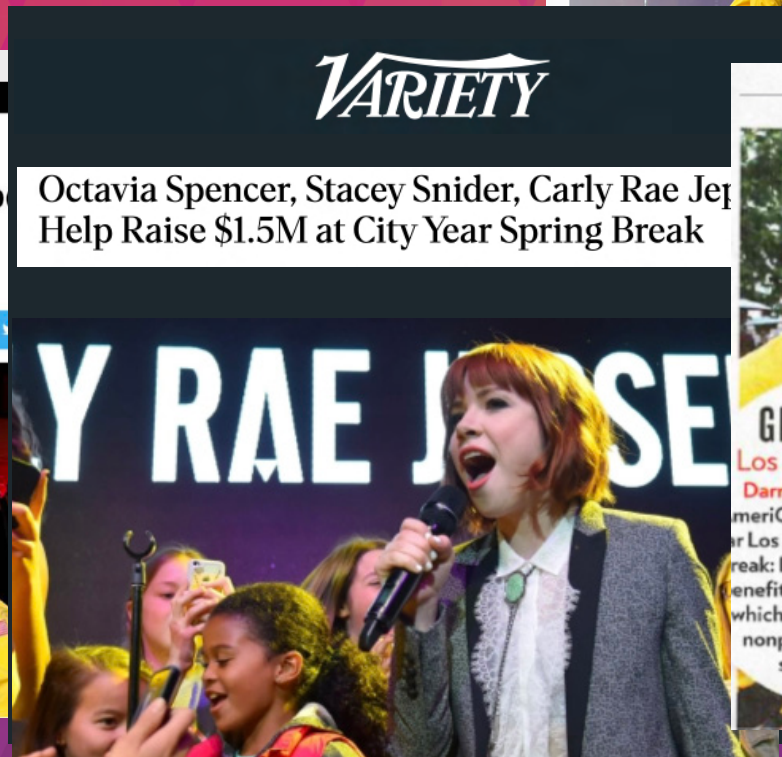
Octavia Spencer, Liam Hemsworth, Amy Schumer, Pharrell Williams take part in City Year Los Angeles' carnival-style party



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  
ding into Sony Studios in Culver City as soon as the gates



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



# SPONSORSHIPS OPPORTUNITIES



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## **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
- Double-page ad in 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 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 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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## **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 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 Tribute Journal
- **Includes 6 tickets to event and pre-event Sponsors Reception**

## TRIBUTE JOURNAL ADS

**Inside Cover Ad** - \$20,000  
**Double-Page Ad** - \$10,000

**Full-Page Ad** - \$5,000  
**Half-Page Ad** - \$2,500

Our Tribute Journal is a printed book given to our event attendees. It includes information about City Year and the 2023 Spring Break Honorees.

## 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](http://www.cityyearspringbreak.org)**

**For more information contact:**  
Oxana Ermolova, Corporate Partnerships Director  
**[oermolova@cityyear.org](mailto:oermolova@cityyear.org)** | 310.465.7253

\*Benefits are dependent on print deadlines. Please refer to [cityyearspringbreak.org](http://cityyearspringbreak.org) for specific dates.