Embarc presents the 10th annual
UNBELIEVABLY AMAZING & TERRIBLY ENTERTAINING
BLOWOUT VARIETY
SPECTACULAR
SPONSORSHIP OPPORTUNITIES 2020
Experience Embarc’s 10th annual Unbelievably Amazing & Terribly Entertaining Blowout Variety Spectacular on May 28th at Morgan Manufacturing. Join 700+ guests at 6:30pm for award winning food, craft cocktails, powerful speakers and incredible performances. All proceeds from the evening will support our 2000+ Embarc students.
For the last 10 years, our experience-based learning program has inspired students across Chicago to explore their limitless potential and find postsecondary success. Our three-year curriculum combined with journeys outside of the classroom helps expand their ideas of success and what our city has to offer, challenging them to rethink their own limitations and expectations.

We’ve accomplished a lot in the last decade. We’ve helped more than 1500 students graduate high school and begin their path to postsecondary success. We’ve expanded from 1 school to 19 across the city, including our first whole school model at the new Englewood STEM High School. Our journeys created nearly 50,000 connections between students and communities across the city, building the foundation for a more equitable Chicago.
Embarc connects with 300 partners throughout the city to provide powerful experiences.

From our first journey with a class of Harper High students to the hundreds of journeys we create today, our students have explored every inch of Chicago.

Take a peek at where we’ve been:

**WHOLE FOODS**
More than just a trip to the grocery store, this journey details some nutritional foundations for healthier living and discusses food justice issues that keep members of underserved neighborhoods struggling to access fresh and affordable food.

**LEO BURNETT**
Students join the offices of businesses that power Chicago learn from one another, starting the process of dissolving barriers in the city. At Leo Burnett, students and employees dig deep into life legacy questions and discover all they had in common.

**RELATIVITY**
Learning the basics of 3D printing with Relativity teaches the students not only about the forefront of technological advancement, but also the many applications and real fun that technology can bring.
Chicago youth regularly combat systems that result in continued violence and poverty:

- 89% of students at Embarc schools are economically disadvantaged
- 90% of violent crime in Chicago affects black and brown youth, many of them still students

With Embarc, their paths now point toward success:

- 94% begin a career or continue their education
- 98% graduate high school
With your help, we can make this a reality.

What could our city be if all 400,000 CPS students learned through experiences?

With your help, we can make this a reality.
Your support of Embarc provides you with unique benefits, including the opportunity to:

+ Target an extremely diverse audience, including business leaders, philanthropists, city officials, arts enthusiasts, educators and thought leaders.
+ Align yourself with one of the most innovative nonprofits working to revolutionize our education systems.
+ Receive acknowledgement in media outlets, promotional materials distributed throughout the Chicago area and in the evening’s program.
+ Receive complimentary tickets to Variety Spectacular.
+ Participate in exclusive experiences with Embarc students.
+ Support a 501(c)(3) nonprofit, with all donations tax deductible.
+ Become part of a movement to create a more equitable Chicago.
+ 100% of proceeds directly support Embarc’s programming.

Over 700 movers and shakers attend Variety Spectacular. Introduce your brand to our incredible network of supporters!

Join our community of sponsors which includes:

COMCAST

ArcelorMittal

Reva & David Logan Foundation

Leo Burnett

Strada Foundation

+ and many more

“Embarc creates experiences like no one else, and Variety Spectacular is one of them. This event is a way for our team at Groupon to help build amazing communities in a unique and fun way. We look forward to it every year!”

— Matt Kurse
Head of Social Responsibility, Groupon
“The Spectacular is not an event, it’s a chance to connect with Embarc students and supporters to celebrate inclusion and inspiration.”

— Matthew Summy
Regional Vice President, External Affairs, Comcast
Tickets & Embarc Experiences:
- 30 Variety Spectacular tickets.
- Reserved VIP lounge seating.
- Invitation to join your choice of an exclusive Embarc experience.
- Private tour of the new Englewood STEM High School.

Sponsor Acknowledgement
- Premium placement of logo on event program.
- Sponsor highlight in Embarc newsletter.
- Prominent logo and link placement on Embarc website.
- Name and logo featured prominently in all Embarc email communications through May 2020.

Brand Exposure | PR, Digital and Social Media
- Company featured prominently in press release, including quote from representative.
- Company exclusively featured in social media posts across all Embarc channels.

Brand Exposure | On-site
- On-stage speaking opportunity during Variety Spectacular.
- Verbal recognition from event hosts.
- Opportunity to create a branded activation experience.
- Opportunity to contribute a branded swag bag for guests.
- Name and logo featured in step and repeat.
- Premium name and logo placement in all event signage.
- Early access to silent auction items.

$50,000
**Tickets & Embarc Experiences**
- 20 Variety Spectacular tickets to share with clients, family and friends.
- Invitation to join your choice of an exclusive Embarc experience.
- Private tour of the new Englewood STEM High School.

**Sponsor Acknowledgement**
- Company featured in Embarc newsletter.
- Prominent logo and link placement on Embarc website.
- Name and logo featured in all Embarc communications through May 2020.

**Brand Exposure**
- **PR, Digital and Social Media**
  - Company name featured in pre-event press release.
  - Included in social media posts across all Embarc channels.
- **On-site**
  - Opportunity to create branded activation experience at event.
  - Verbal recognition by event hosts.
  - Prominent name and logo feature on all signage.
  - Early access to silent auction items.

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**Tickets & Embarc Experiences**
- 12 Variety Spectacular tickets to share with clients, family and friends.
- Invitation to join your choice of an exclusive Embarc experience.

**Sponsor Acknowledgement**
- Featured logo and link placement on Embarc website.
- Name and logo featured in all Embarc communications through May 2020.

**Brand Exposure**
- **PR, Digital and Social Media**
  - Included in social media posts across all Embarc channels.
- **On-site**
  - Verbal recognition from hosts.
  - Featured name and logo placement on all event signage.
  - Early access to silent auction items.

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**Tickets & Embarc Experiences**
- 8 Variety Spectacular tickets to share with clients, family and friends.

**Sponsor Acknowledgement**
- Featured logo and link placement on Embarc website.
- Name and logo featured in promotional materials.

**Brand Exposure**
- **PR, Digital and Social Media**
  - Company named in social media posts across all Embarc channels.
- **On-site**
  - Name and logo featured on all event signage.
  - Early access to silent auction.

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**Tickets & Embarc Experiences**
- 4 Variety Spectacular tickets to share with clients, family and friends.

**Sponsor Acknowledgement**
- Logo and link placement on Embarc website.

**Brand Exposure**
- **PR, Digital and Social Media**
  - Name and logo featured in promotional materials.
- **On-site**
  - Company name featured in event signage.
To purchase a sponsorship, please contact
Stephanie Truax, Director of Strategic Partnerships
struax@embarcchicago.org

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