



A Step Beyond

Annual Corporate Sponsorship Program

Become a Corporate Sponsor

A Step Beyond invites you to be a key partner in 2024

Receive the following benefits:

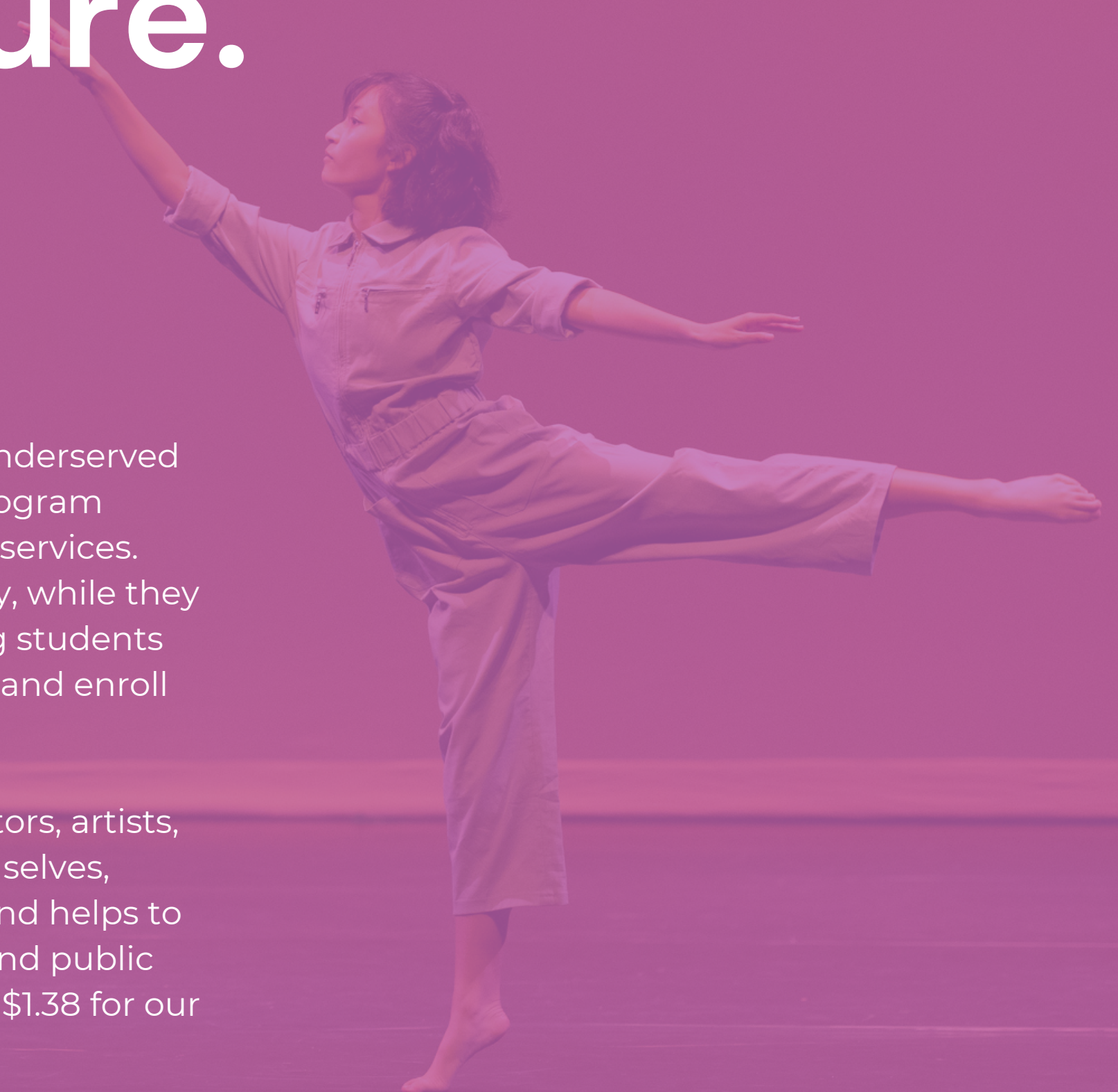
- Comprehensive recognition and visibility throughout the year
- Support a holistic, 10-year program empowering youth into self-sustaining lives



A Step Together. A Step Into the Future. A Step Beyond.

A Step Beyond (ASB) is a Creative Youth Development organization empowering underserved students in Escondido and San Marcos to become college and career ready. Our program incorporates three main elements: dance education, academic support, and family services. This integrated approach keeps our students engaged both mentally and physically, while they hone their interests on a solid path to higher education and chosen careers. Among students completing the 9-10-year program with A Step Beyond, 100% graduate high school and enroll into a college or career program aligned with their dreams.

Partnering with A Step Beyond means giving the next generation of scientists, doctors, artists, teachers, engineers, and humanitarians the tools they need to discover their future selves, regardless of challenges posed by poverty. Your impact lifts communities in need and helps to ensure our region's economic pipeline of talent, while increasing positive visibility and public trust of your company. For every dollar invested in ASB, our organization generates \$1.38 for our local economy.



A Step Beyond's Annual Events

Arise!
ASB's Annual Dance
Concert & Reception
June 14, 2024



***Bright Futures to
2034 & Beyond***
4th Annual Wine Tasting
Benefit
September 12, 2024

***ASB Graduation
Ceremony & Reception***
June 22, 2024

El Alebrije
Reimagining of *The
Nutcracker* Ballet
November 8, 2024

Arise!

A Step Beyond's Annual Dance Concert

June 13 & 14, 2024

+

VIP Concert Reception

June 14, 2024

Our Annual Dance Concert provides our students with the opportunity to shine onstage! A year's worth of dance training comes to life and is produced with every element from choreography to lighting design of professional quality.

400+ guests will gather at the California Center for the Arts in Escondido to watch and celebrate our youth.

Enjoy a VIP Reception prior to our last performance, on June 14th. It will be an Invite-only VIP Pre-Concert Reception at the California Center for the Arts, Escondido.

The event features a select guest list of over 125+ influential individuals from education, business, philanthropy, and the community.

Guests will enjoy networking, delectable appetizers, Made by Light Wine (with sommelier), refreshing drinks, and heavy appetizers.



ASB Graduation

Ceremony & Reception

June 22, 2024

Come support our second class of students as they complete the ASB program. This year, 13 seniors will graduate, having started their journey at ASB in 2014. This will be a momentous occasion in ASB history, and will include a formal ceremony, followed by a dinner reception. 100% of our graduates are expected to attend college/career programs next fall.





Bright Futures to 2034 & Beyond

A Step Beyond's 4th Annual Wine Tasting Benefit

A Step Beyond's 4th Annual Fundraising Gala will provide guests with an opportunity to network and meet our graduating students and alumni over delectable cuisine and choice wines on the Westin Carlsbad Resort & Spa Terrace against a beautiful ocean backdrop.

The evening will feature a select guest list of approximately 150 people on Thursday, September 12th, 2024. As our largest event, sponsors of this upscale evening will receive visibility in print, digital, and paid media. We would be honored for your company to sponsor the Wine Tasting Benefit, demonstrating publicly your company's commitment to underserved youth and our community.

El Alebrije

- El Alebrije is ASB's annual winter dance performance, featuring 150+ youth that retells *The Nutcracker Ballet*, combining the well-loved story with elements of Mexican culture and folklore
- The performance will be held November 8, 2024 at the California Center for the Arts, Escondido for an audience of 800+ members of the community
- The event is an opportunity for you to see our students in action, receive highly visible recognition at a culturally relevant production during the holiday season, and engage new partners
- See a video recap of the 2023 production [here](#).



Meet a Pro

A Step Beyond's Career Night Series

At ASB, our purpose is to prepare our youth for success in college, career, and life.

One of the ways we meet this goal is by hosting career nights, where our students' meet “pros” and are introduced to local companies through one-on-one or panel discussions, and career fairs with industry experts.

We would love for your company to be featured as one of our Industry Career Night hosts, and for our students to have the opportunity to meet you and your employees.



Comprehensive Sponsorship Levels

1 Platinum Sponsorship Level

2 Gold Sponsorship Level

3 Silver Sponsorship Level

4 A La Carte Sponsorship Opportunities

\$25,000

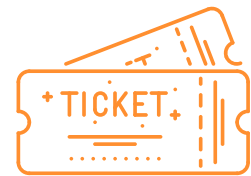
\$10,000

\$5,000

Platinum Sponsorship

\$25,000

Annual *Arise!* Concert & Reception



- 12 tickets to the Annual Arise Concert Event and Reception
- Publicly recognized during Annual Arise Reception event program



- Promotion on Annual Concert event webpage (logo and link)
- Promotion in all digital communication to attendees for the Annual Arise Concert (logo and link)
- Promotion on social media platforms before, during, and after the event



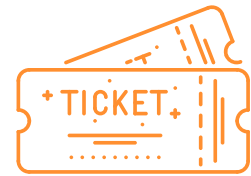
- Your logo will appear in the digital event invitation, in on-site signage, and in the event program
- Full black and white ad in the event program

You will have the opportunity to meet our students, as well as network with business, education, and community leaders from across San Diego County.

Platinum Sponsorship

\$25,000

ASB Graduation Ceremony & Reception



- 8 tickets to the Graduation Ceremony & Reception
- Publicly recognized during event program
- Opportunity to include literature and SWAG in graduate giveaway bags



- Promotion on event webpage (logo and link)
- Promotion in all digital communication to attendees for event
- Promotion on social media platforms before, during, and after the event



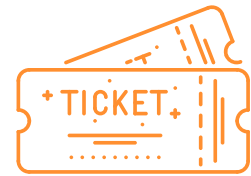
- Your logo will appear in the digital event invitation, in on-site signage, and in the event program
- Full black and white ad in the event program
- Recognized as "Ambassadors" to our second graduating class, the Class of 2024

You will have the opportunity to meet our students, as well as network with business, education, and community leaders from across San Diego County.

Platinum Sponsorship

\$25,000

4th Annual Wine Tasting Benefit



- 12 tickets to the 4th Annual Wine Tasting Benefit
- Publicly recognized during 4th Annual Wine Tasting Benefit event program



- Promotion on our 4th Annual Wine Tasting Benefit event webpage (logo and link)
- Promotion in all digital communication to attendees for the 4th Annual Wine Tasting Benefit (logo and link)
- Promotion on social media platforms before, during, and after the event



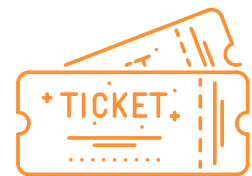
- Your logo will appear in the event invitation, in on-site signage, and in the event program
- Full black and white ad in the event program

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Platinum Sponsorship

\$25,000

El Alebrije Concert



- 8 tickets to *El Alebrije*
- Publicly recognized during *El Alebrije* event program



- Promotion on our *El Alebrije* event webpage (logo and link)
- Promotion in all digital communication to attendees for the *El Alebrije* concert (logo and link)
- Promotion in print and on social media platforms before, during, and after the event



- Your logo will appear in the event invitation, in on-site signage, and in the event program
- Full black and white ad in the event program

You will have the opportunity to meet our students and see them in action!

Platinum Sponsorship

\$25,000

Industry Career Night

- Exclusively sponsor a one-hour “Meet a Pro” career night for ASB students, featuring a panel of leaders from your company and branded accordingly
- Promotion on ASB social media platforms before, during, and after the event

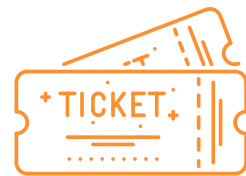
Other Recognition Benefits

- Recognition as a “Platinum Level” Partner on the donor wall at the ASB office, the Dave Langlois Youth Center, or Recognition as a “Platinum Level” Partner on the donor wall at ASB World of Work MakerSpace
- Recognition on the Corporate Sponsor page of ASB website (logo and link)
- Promotion in annual ASB publications (logo in Annual Report and Mid-Year Impact Report)

Gold Sponsorship

\$10,000

Annual Arise! Concert & Reception



- 10 tickets to Annual Arise Concert Event and Reception
- Publicly recognized during Annual Arise Reception event program



- Promotion on Annual Arise Concert event webpage (logo and link)
- Promotion in all digital communication to attendees for Annual Arise Concert
- Promotion on social media platforms before, during, and after the event



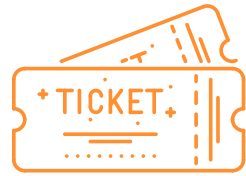
- Your logo will appear in the digital event invitation, in on-site signage, and in the event program
- 1/2 page black and white ad in the event program

You will have the opportunity to meet our students, as well as network with business, education, and community leaders from across San Diego County.

Gold Sponsorship

\$10,000

ASB Graduation Ceremony & Reception



- 6 tickets to the Graduation Ceremony & Reception
- Publicly recognized during event program
- Opportunity to include literature and SWAG in graduate giveaway bags



- Promotion on event webpage (logo and link)
- Promotion in all digital communication to attendees for event
- Promotion on social media platforms before, during, and after the event



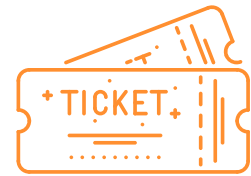
- Your logo will appear in the event invitation, in on-site signage, and in the event program
- 1/2 page black and white ad in the event program
- Recognized as "Ambassadors" to our second graduating class, the Class of 2024

You will have the opportunity to meet our students, as well as network with business, education, and community leaders from across San Diego County.

Gold Sponsorship

\$10,000

4th Annual Wine Tasting Benefit



- 10 tickets to 4th Annual Wine Tasting Benefit
- Publicly recognized during 4th Annual Wine Tasting Benefit event program



- Promotion on 4th Annual Wine Tasting Benefit event webpage (logo and link)
- Promotion in all digital communication to attendees for 4th Annual Wine Tasting Benefit (logo & link)
- Promotion on social media platforms before, during, and after the event



- Your logo will appear in the event invitation, in on-site signage, and in the event program
- 1/2 page black and white ad in the event program

You will have the opportunity to meet our students, as well as network with business, education, and community leaders from across San Diego County.

Gold Sponsorship

\$10,000

El Alebrije Concert



- 6 tickets to *El Alebrije*
- Publicly recognized during *El Alebrije Concert* event program



- Promotion on *El Alebrije* event webpage (logo and link)
- Promotion in all digital communication to attendees for *El Alebrije* (logo & link)
- Promotion on social media platforms before, during, and after the event



- Your logo will appear in the digital event invitation, in on-site signage, and in the event program
- 1/2 page black and white ad in the event program

You will have the opportunity to meet our students and see them in action!

Gold Sponsorship

\$10,000

Industry Career Night

- Exclusively sponsor a one-hour “Meet a Pro” career night for ASB students, featuring a panel of leaders from your company and branded accordingly
- Promotion on ASB social media platforms before, during, and after the event

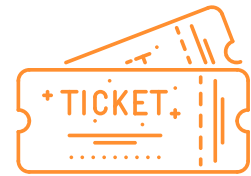
Other Recognition Benefits

- Recognition as a “Gold Level” Partner on the donor wall at the ASB office, the Dave Langlois Youth Center, or Recognition as a “Gold Level” Partner on the donor wall at ASB World of Work MakerSpace
- Recognition on Corporate Sponsor page of ASB website (logo and link)
- Promotion in annual ASB publications (logo in Annual Report and Mid-Year Impact Report)

Silver Sponsorship

\$5,000

Annual Arise! Concert & Reception



- 8 tickets to Annual Arise Concert Event and Reception
- Publicly recognized during Annual Arise Reception event program



- Promotion on Annual Arise Concert event webpage (logo and link)
- Promotion in all digital communication to attendees for Annual Arise Concert (logo and link)
- Promotion on social media platforms before, during, and after the event



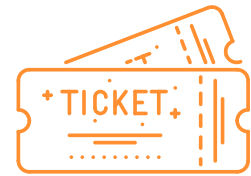
- Your logo will appear in the digital event invitation, in on-site signage, and in the event program
- 1/4 page black and white ad in the event program

You will have the opportunity to meet our students, as well as network with business, education, and community leaders from across San Diego County.

Silver Sponsorship

\$5,000

ASB Graduation Ceremony & Reception



- 4 tickets to the Graduation Ceremony & Reception
- Publicly recognized during event program
- Opportunity to include literature and SWAG in graduate giveaway bags



- Promotion on event webpage (logo and link)
- Promotion in all digital communication to attendees for event
- Promotion on social media platforms before, during, and after the event



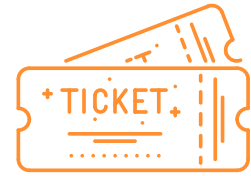
- Your logo will appear in the event digital invitation, in on-site signage, and in the event program
- 1/4 page black and white ad in the event program
- Recognized as "Ambassadors" to our second graduating class, the Class of 2024

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Silver Sponsorship

\$5,000

4th Annual Wine Tasting Benefit



- 6 tickets to 4th Annual Wine Tasting Benefit
- Publicly recognized during 4th Annual Wine Tasting Benefit event program



- Promotion on 4th Annual Wine Tasting Benefit event webpage (logo and link)
- Promotion in all digital communication to attendees for 4th Annual Wine Tasting Benefit (logo and link)
- Promotion on social media platforms before, during, and after the event



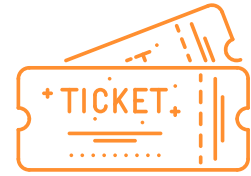
- Your logo will appear in the event invitation, in on-site signage, and in the event program
- 1/4 page black and white ad in the event program

You will have the opportunity to meet our students, as well as network with business, education, and community leaders from across San Diego County.

Silver Sponsorship

\$5,000

El Alebrije Concert



- 4 tickets to *El Alebrije*
- Publicly recognized during the *El Alebrije Concert* event program



- Promotion on *El Alebrije* event webpage (logo and link)
- Promotion in all digital communication to attendees for *El Alebrije* (logo and link)
- Promotion on social media platforms before, during, and after the event



- Your logo will appear in the event digital invitation, in on-site signage, and in the event program
- 1/4 page black and white ad in the event program

You will have the opportunity to meet our students and see them in action!

Silver Sponsorship

\$5,000

Other Recognition Benefits

- Recognition as a “Silver Level” Partner on the donor wall at ASB office, the Dave Langlois Youth Center and the ASB World of Work MakerSpace
- Recognition on Corporate Sponsor page of ASB website (logo and link)
- Promotion in annual ASB publications (logo in Annual Report and Mid-Year Impact Report)



A La Carte Sponsorship Opportunities



Pointe Shoe Sponsorship

A ballerina receiving their first pair of pointe shoes is a huge rite of passage that means a student's instructor has deemed them strong, technical, and responsible enough to dance on pointe!

This is an exciting *and* expensive pursuit! The average pair of pointe shoes is \$65-120 and only last up to a few months.

Be a part of this exciting time in an intermediate dancer's life and **help them stay on their toes by donating \$100/pair or sponsor a whole class for \$1,500.**

Benefits for Class Sponsorship:

- Recognition on Corporate Sponsor page of ASB website (logo and link)
- Social media recognition on Instagram, Facebook, and LinkedIn
- Promotion in annual ASB publications (logo in Annual Report and Mid-Year Impact Report)
- 2 tickets to each ASB event in 2024



Exclusive Uniform Sponsorship

Donate \$10,000 to be the exclusive uniform sponsor of A Step Beyond.

Benefits:

- Recognition on Corporate Sponsor page of ASB website (logo and link)
- Social media promotion on Instagram, Facebook, and LinkedIn
- Promotion in annual ASB publications (logo in Annual Report and Mid-Year Impact Report)
- Your company's logo will proudly be displayed on our ASB uniform shirts and hoodies that our 230+ students wear to class and out in the community every day!
- 10 tickets to our Annual Arise Concert and Reception, Graduation Ceremony and Reception, 4th Annual Wine-Tasting Benefit, as well as 6 tickets to the El Alebrije Concert





Exclusive Costume Sponsorship

Each year, ASB holds a winter performance (El Alebrije) and an Annual Concert to showcase our students' hard work. Costumes add such a special touch for our students and boosts the professionalism and production value of our performances.

Help us give our shows that magic touch by becoming the Exclusive Costume Sponsor for our Annual Arise Concert or El Alebrije (\$3,000 each).

Benefits:

- Recognition on Corporate Sponsor page of ASB website (logo and link)
- Social media promotion on Instagram, Facebook, and LinkedIn
- Promotion in annual ASB publications (logo in Annual Report and Mid-Year Impact Report)
- ½ page program ad in both performance programs
- 6 tickets to the Annual Arise Concert and Reception beforehand, as well as El Alebrije performances



College Tour Sponsorship

College tours are a great way for students to get inspired and start envisioning their possible future selves!

Support ASB student college visits in 2024 by underwriting the cost of travel, meals, and lodging.

A gift of \$5,000 will sponsor a visit by our oldest class to schools along the West Coast.

Benefits:

- Recognition on Corporate Sponsor page of ASB website (logo and link)
- Social media recognition on Instagram, Facebook, and LinkedIn
- Promotion in annual ASB publications (logo in Annual Report and Mid-Year Impact Report)
- 8 tickets to our Annual Arise Concert and Reception; 8 tickets to our Graduation Ceremony and Reception; 6 tickets to our 4th Annual Wine Tasting Benefit; and 4 tickets to El Alebrije





Ambassador Program

Perfect for companies who want to lend their name and support to our second graduating class!

In June of 2024, our second cohort of students will graduate from high school and begin their college and career journeys. Your company's support will ensure that our oldest students are successful in their college and career programs.

Make a \$250 donation or more to the ASB Scholarship Fund at the Rancho Santa Fe Foundation to become an "Ambassador," which supports the on-going education of ASB graduates by filling gaps in financial assistance as they enter college, certificate programs, or trade schools.

Your contribution to the ASB Scholarship Fund will be recognized on the ASB website. Also, company or individual ambassadors are "sponsors" of our second graduating class and are invited to attend ASB events and other opportunities to interface with our students throughout the year.

A La Carte Sponsorship Opportunities By Event



Specific sponsorship opportunities are offered for each ASB event. If you are interested in getting involved with any of these opportunities, please let us know and we can provide you with the event specific sponsorship deck.

Partner with us:



WEBSITE

www.a-step-beyond.org



EMAIL

jwright@a-step-beyond.org



PHONE

760-670-3304

