



# GEEKS *in* BOOTS

## Sponsorship & Underwriting Packet

*Thursday*

**March 6, 2025 at 6 p.m.**

# Letter from the Chairs

Dear Friend and Supporter,

For more than 18 years, E3 Alliance has leveraged the power of data to understand the complex challenges within the Central Texas education landscape. E3 data analysts study critical metrics like student performance, attendance, and enrollment to identify areas to strengthen.

Staff then works with leaders from multiple sectors to effect systems change, including pre-K to 12th-grade schools, higher education, businesses, nonprofits, government agencies, and the legislature. Results solve some of education's biggest challenges.

We invite you to celebrate their mission to transform education systems, so all students succeed at the biggest party for Central Texas education. Mark your calendars for the biennial Geeks in Boots Gala on **Thursday, March 6, 2025**. The event promises to be a memorable evening honoring our Catalyst for Change awardees, enjoying delicious food, and much more.

We are honored to co-chair this spectacular evening at the beautiful AT&T Hotel and Conference Center, the premiere hotel of The University of Texas at Austin. We invite you to “geek out” with us over education data and help steer E3 Alliance in a new direction. Our committee is working hard to design a delightful and lively evening.

We encourage influential leaders like you to consider sponsoring the Gala and lending your support to our cause. You'll find various opportunities detailed on the following pages.

Please contact Karl Nichols at [knichols@e3alliance.org](mailto:knichols@e3alliance.org) or 512-223-7094 with how to best support this effort and with any questions.

Sincerely,



**Kerry Hall**

2025 Geeks in Boots Co-Chair  
Champions Council, E3 Alliance



**Bobby Jenkins**

2025 Geeks in Boots Co-Chair  
Board of Directors, E3 Alliance

# Case for Support

E3 Alliance is a Texas-based education collaborative. They partner with school districts, higher education institutions, businesses, nonprofits, and policymakers to improve Texas education for all students from cradle to career. By improving education systems, we ensure our efforts—and your investment—impact the most students today and well into the future.

- Founded in 2006 by Susan Dawson, President Emeritus. Richard Tagle becomes President and Executive Director in January 2024.
- FY 2024 Operating Budget: \$5,175,109
- Employees: 32 full-time staff, 6 specialized contractors, all dedicated to education systems change
- Volunteers: 200+ actively serve annually

## Why Support E3 Alliance?

When you support E3 Alliance, you are investing in more than a single program, a single school, or even a single student. You are investing in systems change that results in scalable education solutions that impact thousands of students.

In the past year, generous investors helped:

- Pass Texas Senate Bill 2124, our largest scale policy achievement to date. Texas schools must now auto-enroll students who performed in the top 40% of 5th-grade math assessments in advanced math to reach Algebra I by 8th grade.
- Decrease college dropout rates by supporting a 220% growth in Emergency Bridge Funding.
- Increase postsecondary transfer enrollment from Central Texas community colleges through the work of our Peer Learning Network.
- Elevate pre-K programs at two exemplary school districts in Central Texas.

Our region's economic health is integral to the strength of our education system. E3 Alliance exists to improve that education system with our partners to produce well-prepared students ready to contribute to the Central Texas workforce.

Your contribution to the Gala will help fuel the work we do. Investing in E3 Alliance provides the critical data analysis that guides us to create highly effective, scalable outcomes as we work with our partners across the region. Join us!



# Sponsorship Opportunities

All proceeds from business and individual sponsorships directly support the operational costs of E3 Alliance’s Geeks in Boots Gala to fund initiatives that align with the mission of transforming education systems through data and collaboration to ensure the success of all students.

E3 Alliance is a 501(c)(3) nonprofit public benefit corporation, and our Tax ID is 64-0963235. Sponsorships are fully tax-deductible allowed by law.

Sponsorship Benefits	Stampede* \$25,000	True Grit* \$10,000	Rodeo Rider \$5,000	Chuck Wagon \$2,500	Campfire \$1,500	Hog Tied \$1,000
Reserved Seats~	20	10	8	6	4	2
60-Second Sponsor-Provided Video (played during event)	●					
Website & Social Media Spotlight	●	●	●			
Mention in all Press Releases	●	●	●			
Recognition by Emcee	●	●	●	●		
Event Program & Slideshow Recognition	Logo	Logo	Logo	Logo	Listing	Listing
Invitation, Emails, Website & Signage	Logo	Logo	Logo	Logo	Listing	Listing

~ For sponsors who choose to support at a high level, but prefer not to use all of their allocated seats, E3 is happy to place guests at your table, such as school administrators, principals, and volunteers.

\* Limited Availability.



# Underwriting Opportunities

E3 Alliance is offering exceptional underwriting opportunities for supporters seeking a unique, fun, and branded experience at the event. Each underwriting opportunity provides a tailored approach to raise the visibility and connection with our over 300 attendees this evening. To ensure fulfillment, commitments should be submitted by **Monday, February 10, 2025.**

## Keepsake | \$5,000

Ensure guests receive their gala souvenir to remember the night!

- Company-provided card or collateral included in gift bag (qty 500)
- Co-branded favor/keepsake item; with company logo being dominant

## VIP Reception (5-6 p.m.) | \$4,000

Be the premiere host and sponsor of the award winners and key leaders at the VIP reception.

- Branded beverage napkins
- Company branded signage in reception area
- Sponsor presence at reception bars

## Bar & Cocktail Hour (6-7 p.m.) | \$4,000

Name the signature cocktail and fund the appetizers during a special reception for one hour before the program begins.

- Bar signage
- Signature cocktail name and served throughout the event

## Centerpiece | \$4,000

Supply beautiful flowers featuring cowboy boot centerpieces for each table. Instead of a cash donation, we are open to a mutually agreed-upon trade of floral centerpieces.

- Company name on every table (45-50 tables)

## 360 Photo Booth | \$2,500

Provide a unique photo experience for guests, helping us to capture memorable moments throughout the event.

- Company logo on spinner
- Logo on clips and files

Additional Underwriting Benefits	Keepsake \$5,000	VIP Reception \$4,000	Bar & Cocktail Hour \$4,000	Centerpiece \$4,000	360 Photo Booth \$2,500
Reserved Seats (\$500 value)	2	2	2	2	2
Website Spotlight	Logo	Logo	Logo	Logo	Logo
Recognition by Emcee	●	●	●	●	●
Event Program Recognition	●	●	●	●	●
Signage recognition throughout the gala	●	●	●	●	●

# E3 Alliance Board & Staff

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Visual Communications Coordinator

# Pledge Form

# GEEKS *in* BOOTS

## Sponsorship Opportunities

- ☐ \$25,000 Stampede Sponsor
- ☐ \$10,000 True Grit Sponsor
- ☐ \$5,000 Rodeo Rider Sponsor
- ☐ \$2,500 Chuck Wagon Sponsor
- ☐ \$1,500 Campfire Sponsor
- ☐ \$1,000 Hog tied Sponsor

## Underwriting Opportunities

- ☐ \$5,000 Keepsake Underwriter
- ☐ \$4,000 VIP Reception Underwriter
- ☐ \$4,000 Bar & Cocktail Underwriter
- ☐ \$4,000 Centerpiece Underwriter
- ☐ \$2,500 360 Photo Booth Underwriter



Purchase Online

We would like to support purchase tickets for the event (\$250/each): **QUANTITY** \_\_\_\_\_

We would like to support E3 Alliance's mission by making a tax-deductible donation in the amount of: \$ \_\_\_\_\_

## METHOD OF PAYMENT (CHECK ONE)

☐ Enclosed is our check for : \$ \_\_\_\_\_

☐ Please charge by credit card: \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_

EXP DATE \_\_\_\_\_

CVC \_\_\_\_\_

ADDRESS \_\_\_\_\_

ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_

☐ Please invoice me at the address below:

COMPANY OR FAMILY NAME (AS YOU WOULD LIKE IT LISTED ON MATERIALS) \_\_\_\_\_

SPONSORSHIP CONTACT \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

## Make checks payable to:

E3 Alliance, Federal Tax ID #62-0963235

## Mail this form to:

Development Department, E3 Alliance, 5930 Middle Fiskville Road, Suite 414, Austin, Texas 78752

## Email to:

[knichols@e3alliance.org](mailto:knichols@e3alliance.org)

(if logo exposure is part of your sponsorship package, please also send your company logo in high-resolution, print-ready format to [comms@e3alliance.org](mailto:comms@e3alliance.org))





# GEEKS *in* BOOTS



Geeks in Boots Gala

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**“Ensuring all students succeed will take more than improving a single school or even a single school district – it will take schools, institutions of higher education, government, businesses, foundations, nonprofits, and communities working together to support students as they grow from cradle to career. E3 Alliance continues to show that this collaborative approach is both powerful and possible.”**

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CELINE FEJERAN  
*Senior Portfolio Manager  
of Community Impact, Ballmer Group*

**e3alliance.org**