



GEEKS *in* BOOTS

15 Years of Transforming Education in **Central Texas**

SPONSORSHIP PACKET

Wednesday
September 21, 2022 at 6pm

Dear Friend and Supporter,

For more than 15 years, E3 Alliance has harnessed the power of data to understand the complex challenges of the Central Texas education landscape, using those insights to strengthen the education pipeline that drives our regional prosperity. Five years ago, we celebrated that mission with the inaugural Geeks in Boots event, bringing together education and community leaders for an important cause and a boot-scootin' good time.

Now back by popular demand, we're privileged to join you in co-chairing the **2022 Geeks in Boots Gala!** On this incredible night on **Wednesday, September 21, 2022**, at Junior League of Austin, we will celebrate the 15th Anniversary of E3 Alliance.

This year, we are happy to announce that our **keynote address** will be delivered by **Coach Ken Carter**, an American business owner, education activist, and former Richmond High School basketball coach from California. Long before Samuel L. Jackson played him on the big screen, the real "Coach Carter" gained national attention when he taught his undefeated team valuable lessons on personal responsibility and the importance of education.

At our VIP Reception, **The Derailers** will perform live honky-tonk music for you to kick up your heels during this uptown hoedown. You don't want to miss our early reception at 6pm!

Please consider becoming an event sponsor and taking part in creating lasting change for Central Texas education, along with other influential leaders who share that same vision. As a community leader, we invite you to join us in "geeking out" with education data and kicking things in a new direction so all can benefit. Geeks in Boots captures the spirit of E3, which is to use objective data to drive systemic change. We take our work seriously, but not ourselves.

We are counting on you to join us as one of those community leaders who supports our mission. Opportunities abound, as described in the attached sponsorship package. Please contact Karl Nichols at knichols@e3alliance.org or 512-223-7094 to learn more.

Sincerely,



Amber Carden
2022 Geeks in Boots Co-Chair



Jenny Butterworth
2022 Geeks in Boots Co-Chair

Who is E3 Alliance?

E3 Alliance is a regional, data-driven education collaborative based in Austin, Texas. We are helping to build the strongest educational pipeline in the country to drive regional economic prosperity by breaking down barriers and building better alignment across the education continuum. Our name tells our story: Education Equals Economics. We believe that only through greater educational achievement can Central Texas realize sustained economic prosperity and a higher quality of life.

- Founded in 2006 by Susan Dawson, President and Executive Director
- FY2022 Operating Budget: \$5,336,369
- Employees: 27 full-time staff, 7 specialized contractors, all dedicated to education systems change
- Volunteers: 200+ actively serve annually

In 2020-21 alone, E3-led initiatives directly benefitted 351,113 Central Texas students.

Here are some examples of how E3's work and results span cradle to career:

- Created the **first** multi-competency, student-centered standard for Kindergarten Readiness in Texas
- Conducted ground-breaking research leading to **12** regional school districts substantially changing policies to support student success in math
- Launched and facilitated the Austin College Attainment Network (ACAN) to support first-generation college goers, growing from 1,500 to **16,000+** students
- Supported Emergency Bridge Funding for college students from low-income households in Central Texas, resulting in **90%+** of these recipients persisting in college

Why Support E3 Alliance?

The viability of a region's economic health is tied to the overall strength of its education system. E3 Alliance exists to bring lasting education systems change and economic growth to Central Texas.

A gift to E3 is an investment in education. Your gift will help fuel the innovation and lasting educational change that leads to economic health for all students and for our region as a whole. An investment in E3 provides the critical data analysis that guides some of the brightest and most innovative minds in Central Texas to create highly effective, scalable outcomes. This foundation for systems change provides a return on your generous investment for generations to come.

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E3 Alliance Staff

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Carrie Tawil, *Student & Family Engagement Specialist*

Lauren Thomas, *Manager of Continuous Improvement*

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GEEKS *in* BOOTS

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
Exclusive Autograph Signing/Photos with Keynote Speaker & Awardees – Tickets	6	4	3	2		
Opportunity to have remarks	●					
Website & Social Media Spotlight	●	●	●			
Press Release	●	●	●			
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 will be happy to place guests at your table, such as School Administrators, Principals, E3 Volunteers, and others who support our programs.

Other Underwriting Opportunities: VIP Reception, BBQ Sponsor, Bar Sponsor, Valet Sponsor, and Photo Booth Sponsor. Please let us know if you are interested in these unique and special offerings.

