





Catalyst 8 is a dynamic organization committed to providing a boost to Austin arts by spreading awareness about The Long Center and making it accessible to a wide variety of artists and audiences. Catalyst 8 is dedicated to providing opportunities for social access and arts involvement, as well as developing future leaders for our community.

[www.catalyst-8.com](http://www.catalyst-8.com)



## PAST BOOST RENTAL SUBSIDY AWARD RECIPIENTS

Ariel Dance Theatre  
Audio Inversions  
Austin Chamber Music Center  
Austin Film Festival  
Austin Improv Collective  
Austin Poetry Slam  
Austin School for the Visual Arts  
Austin Shakespeare  
Dance Umbrella  
Double Stereo / Debutantes and Vagabonds  
Erin Ivey  
Impact Dance Company  
John Orr Franklin  
Myrna Cabella  
Pollyanna Theater  
Pro Arts Collective  
Reel Women in Film  
Refraction Arts / Fusebox Festival  
Release Motion Dance Project  
Summer Stock Austin  
Teatro Vivo  
Tongue & Groove Theatre  
Women and Their Work  
Zilker Theatre Productions

"Our small theatre company took a major step in its development by staging a show at the Long Center. Selling out the biggest show we've ever produced and doing it at Austin's premier arts venue really raised our profile and our productions moving forward. We couldn't have had that success without the assistance of the Long Center and the Boost program of Catalyst 8."

- *Austin Improv Collective*

BASH 2010 BASH 2010 BASH 2010 BASH 2010 BASH 2010

## CATALYST 8 BY THE NUMBERS

Catalyst 8's average member age is 34

125 members

\$25 / month membership dues

Database of 1,200 up-to-date contacts

1,000s of additional contacts through Catalyst 8's highly-networked members and Leadership Council

Austin's fastest growing YP organization

Frequent media coverage in top publications like *Tribeza*, *Austin360.com*, *Austin American-Statesman*, *Brilliant*, *Rare*, and *Austin Monthly*

2010 goals are to reach 200 members and raise funding to support 150 days of Boost subsidized performances at the Long Center during the 2010-2011 season



BASH 2010 BASH 2010 BASH 2010 BASH 2010 BASH 2010

# SPONSORSHIP OPPORTUNITIES

Catalyst 8 offers area businesses an opportunity to showcase their brand, products and services to our highly-networked members and event guests.

Multiple sponsorship options are available during the 2010 Summer of Catalyst 8, which includes two premier events leading up to our annual birthday party, BASH 2010.

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## Summer of Catalyst 8 Schedule

June 2010: Pre-Pre-BASH Happy Hour  
Expected Attendance: 300

July 2010: Pre-BASH DJ Party on the Long Center City Terrace  
Expected Attendance: 600

August 28: BASH 2010 at the Long Center  
Expected Attendance: 400

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We are flexible and able to tailor creative packages for individual sponsors.

Contact Scott Lawrence, Fundraising Chairman, for more information:

scott@jwteam.com  
(512) 944-7378

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## SUMMER OF CATALYST 8 HEADLINE SPONSOR

Become the Headline Sponsor for all three Summer of Catalyst 8 events  
and triple your exposure to thousands of Austinites.

\$12,500

Number of New Boost-Subsidized Performance Days: 35

### Benefits include:

Logo prominently displayed as Headline Sponsor on all Summer of Catalyst 8  
and BASH 2010 collateral

Logo prominently displayed as Headline Sponsor on event websites,  
e-mail marketing and social media

Logo prominently featured on all event signage and video monitors  
throughout the Long Center at BASH 2010

Opportunity to have a representative provide a personal welcome to  
attendees at all three Summer of Catalyst 8 events

8 complimentary tickets to each Summer of Catalyst 8 event

8 complimentary tickets to Champagne Reception prior to BASH 2010

8 complimentary passes to BASH 2010 VIP access DJ Lounge

Illuminated gobo in a prominent, highly visible location at BASH 2010

Opportunity to display products at BASH 2010 and contribute materials for  
VIP gift bags

Complimentary 1-year membership to Catalyst 8 for one person

Mention of organization's name and brief description organization in all three  
event press releases

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# BASH 2010 HEADLINE SPONSOR

Become the Headline Sponsor for BASH 2010.\*

\$8,000

Number of New Boost-Subsidized Performance Days: 22

Benefits include:

Logo prominently displayed as Headline Sponsor on all BASH 2010 collateral

Logo prominently displayed as Headline Sponsor on BASH 2010 website,  
e-mail marketing and social media

Logo prominently featured on all event signage and video monitors  
throughout the Long Center at BASH 2010

Opportunity to have a representative provide personal welcome to  
attendees at BASH 2010 Champagne Reception

8 complimentary tickets to each Summer of Catalyst 8 event

8 complimentary tickets to BASH 2010

8 complimentary passes to BASH 2010 VIP access DJ Lounge

Illuminated gogo in highly visible location at BASH 2010

Opportunity to display products at BASH 2010 and contribute materials for  
VIP gift bags

Complimentary one-year membership to Catalyst 8 for one person

Mention of organization's name and brief description in event press release

*\*BASH 2010 Headline Sponsorship will not be available if a Summer of Catalyst 8  
Headline Sponsor is already committed.*

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www.catalyst-8.com

## SUMMER OF CATALYST 8 MEDIA SPONSOR

Become a media sponsor for all three Summer of Catalyst 8 events.

### Run advertisements in July and August

Develop advertisement using BASH 2010 invitation or in similar style  
Promote Summer of Catalyst 8 in email blasts, social media, and website  
Provide post-event coverage for all three Summer of Catalyst 8 events  
Feature BASH on website homepage and/or live on air during August

### Benefits include:

Logo prominently displayed on all Summer of Catalyst 8 and BASH 2010 collateral

Potential to co-brand Catalyst 8's Summer of Catalyst 8

Ability to prominently display outlet's elements at  
Summer of Catalyst 8 Kick Off Happy Hour (June)

Ability to host a tent or table at Catalyst 8's July DJ Party on the  
Long Center's terrace (tent provided by sponsor)

Ability to include materials in BASH 2010 event giveaway bags

Verbal recognition during BASH 2010 Champagne Reception

2 complimentary tickets to BASH 2010

2 complimentary passes to BASH 2010 VIP access DJ Lounge

2 BASH 2010 tickets for auctioning to media sponsor audience members

Frequent thank yous and other recognition on Catalyst 8's social media sites and  
verbal recognition at all three Summer of Catalyst 8 events

## BASH 2010 VIP LOUNGE SPONSOR

Become the VIP Lounge Sponsor for BASH 2010  
and generate buzz in an intimate setting.

\$5,000

Number of New Boost-Subsidized Performance Days: 14

### Benefits include:

Logo prominently displayed as VIP Lounge Sponsor on all BASH 2010 collateral

Logo prominently displayed as VIP Lounge Sponsor on BASH 2010 website,  
e-mail marketing and social media

Logo prominently featured on all event signage and video monitors  
throughout the Long Center at BASH 2010

Verbal recognition during BASH 2010 Champagne Reception

4 complimentary tickets to BASH 2010

4 complimentary passes to BASH 2010 VIP access DJ Lounge

Opportunity to contribute materials for VIP gift bags and display  
merchandise in VIP Lounge area

VIP Lounge's signature cocktail named after sponsoring organization

Opportunity to provide branded cups, napkins and other accoutrements  
for use in VIP Lounge area

## BASH 2010 OPENING ACT SPONSOR

Become the Opening Act Sponsor for BASH 2010  
and be the first to welcome VIP guests to the party  
at the Champagne Reception.

\$4,000

Number of New Boost-Subsidized Performance Days: 11

### Benefits include:

Logo displayed as Champagne Reception Sponsor on all BASH 2010 collateral

Logo displayed as Champagne Reception Sponsor on BASH 2010  
website, e-mail marketing and social media

Logo featured on all event signage and video monitors  
throughout the Long Center at BASH 2010

Verbal recognition during BASH 2010 Champagne Reception

4 complimentary tickets to BASH 2010

4 complimentary passes to BASH 2010 VIP access DJ Lounge

Opportunity to contribute materials for VIP gift bags

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The Champagne Reception is an annual tradition in which Catalyst 8 toasts its  
sponsors and host committee members. The reception will take place  
from 7 p.m.-8 p.m. on the night of BASH 2010.

## BASH 2010 ENCORE SPONSOR

Become the Encore Sponsor for BASH 2010  
and be known at the organization who brought music to the party.

\$3,000

Number of New Boost-Subsidized Performance Days: 8

### Benefits include:

Logo displayed as Encore Sponsor on all BASH 2010 collateral

Logo displayed as Encore Sponsor on BASH 2010  
website, e-mail marketing and social media

Logo featured on all event signage and video monitors  
throughout the Long Center at BASH 2010

Verbal recognition during introduction of the band and  
during BASH 2010 Champagne Reception

4 complimentary tickets to BASH 2010

4 complimentary passes to BASH 2010 VIP access DJ Lounge

Opportunity to contribute materials for VIP gift bags

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The Encore Sponsor's contribution helps cover the cost of BASH's  
musical act. Each year, Catalyst 8 hires Austin Music Award's  
"Best New Austin Band of the Year" to perform at BASH.  
The 2010 winner is Speak ([www.doublestereo.com/speak](http://www.doublestereo.com/speak)).

# BASH 2010 FINALE SPONSOR

Become the Finale Sponsor for BASH 2010  
and keep the party spinning into the night.

\$2,500

Number of New Boost-Subsidized Performance Days: 7

Benefits include:

Logo displayed as Finale Sponsor on all BASH 2010 collateral

Logo displayed as Finale Sponsor on BASH 2010  
website, e-mail marketing and social media

Logo featured on all event signage and video monitors  
throughout the Long Center at BASH 2010

Verbal recognition during introduction of the DJs and  
during BASH 2010 Champagne Reception

4 complimentary tickets to BASH 2010

4 complimentary passes to BASH 2010 VIP access DJ Lounge

Opportunity to contribute materials for VIP gift bags

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The Finale Sponsor's contribution helps cover the cost of BASH's two DJs.

## BASH 2010 LEADING ROLE SPONSOR

Become a Leading Role Sponsor for BASH 2010.

8 @ \$1,500 Each

Number of New Boost-Subsidized Performance Days: 2

Benefits include:

Logo displayed as Leading Role Sponsor on all BASH 2010 collateral

Logo displayed as Leading Role Sponsor on BASH 2010 website, e-mail marketing and social media

Logo featured on all event signage and video monitors throughout the Long Center at BASH 2010

4 complimentary tickets to BASH 2010

4 complimentary passes to BASH 2010 VIP access DJ Lounge

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## BASH 2010 HOST COMMITTEE

Serve on BASH 2010's Host Committee and get in on the action.

\$250

Benefits include:

Name(s) listed on BASH 2010 collateral, signage and online promotion

2 complimentary tickets to BASH 2010

2 complimentary passes to BASH 2010 VIP access DJ Lounge

# CATALYST 8 CONTACT INFORMATION

Contact Catalyst 8 for more information about sponsorship opportunities  
or to customize your own package:

Scott Lawrence, Fundraising Chair  
scott@jwteam.com  
(512) 944-7378

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BASH 2010 Event Chairs  
Ashley Leitch and Laura Villagran  
ashley.leitch@jblacks.com  
laura.villagran@hotmail.com

2010 Catalyst 8 Chair  
Amy Holloway  
amy@avalancheconsulting.com

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Catalyst 8 2010 Leadership Council  
Allen Beuershausen, Boost Co-Chair  
Pat Buchta  
Clayton Bullock  
Dave Floyd, Membership Co-Chair  
Katie Hausenfluck, Boost Co-Chair  
Amy Holloway, 2010 Chair  
Paula Kothmann  
Scott Lawrence, Fundraising Chair + 2011 Catalyst 8 Chair  
Ashley Leitch, Events Chair  
Katie Osborne, Communications  
Wolfgang Niedert  
Kevin Smothers  
Laura Villagran, Membership Co-Chair  
Sallie Wood  
Aerial Zarate-Carmona



**JOE R. AND TERESA LOZANO LONG CENTER**  
*for the Performing Arts*

Name: \_\_\_\_\_

*Please print name as you would like it to appear in the Annual Report and in other public recognition*

\_\_\_\_ Please list this gift anonymously.

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Cell: \_\_\_\_\_ Email: \_\_\_\_\_

I am pleased to make a gift commitment in the amount of: \$ \_\_\_\_\_  
to Catalyst 8 and the Long Center for the Performing Arts, and represents the  
following sponsorship level:

\_\_\_\_ Summer of Catalyst 8 Headline Sponsor (\$12,500)

\_\_\_\_ Headline Sponsor (\$8,000)

\_\_\_\_ Media Sponsor (In-Kind)

\_\_\_\_ VIP Lounge Sponsor (\$5,000)

\_\_\_\_ Opening Act Sponsor (\$4,000)

\_\_\_\_ Encore Sponsor (\$3,000)

\_\_\_\_ Finale Sponsor (\$2,500)

\_\_\_\_ Leading Role Sponsor (\$1,500)

\_\_\_\_ Host Committee (\$250)

My gift will be made in the form of:

\_\_\_\_ Cash/Check      \_\_\_\_ Credit Card      \_\_\_\_ Securities/Stock

Please charge my gift to:    \_\_\_\_ Visa    \_\_\_\_ Mastercard    \_\_\_\_ AMEX    \_\_\_\_ Discover

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Please make checks payable to the Long Center.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Form may be faxed to 512.457.5110 or mailed to P.O. Box 301449, Austin, TX 78704.  
For more information, please contact Jennifer Bengali, Senior Development Manager by  
phone at 512.457.5119 or by email at [jbengali@thelongcenter.org](mailto:jbengali@thelongcenter.org).

*JPMorgan Chase Bank has provided the financing facility for pledges, and both the Long  
Center and JPMorgan Chase Bank are relying substantially on your pledge as collateral to  
assure repayment of any borrowings.*