

## 2017 LITERACY LUNCHEON SPONSORSHIP PACKET

**Wednesday, June 28, 2017**

Pine Valley United Methodist Church, 3788 Shipyard Boulevard  
Wilmington, North Carolina



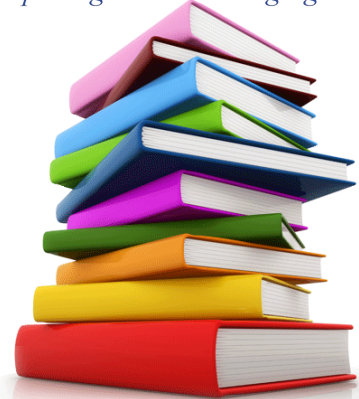
*For lovers of literature, humor, history, and  
enlightening entertainment, please join  
Cape Fear Literacy Council in welcoming  
our distinguished keynote speaker*

***DR. ELLIOT ENGEL***



PARTICIPATE IN THE \$25,000  
LIVE OAK BANK CHALLENGE GRANT  
AND DOUBLE YOUR IMPACT!

See inside cover for details.



# 2017 LITERACY LUNCHEON



**LIVE OAK BANK**  
Lending More than Capital

## LIVE OAK BANK WILL GENEROUSLY DOUBLE YOUR IMPACT WITH THEIR \$25,000 CHALLENGE GRANT!

Luncheon Sponsors will have their gift matched, dollar-for-dollar, up to \$25,000 by Live Oak Bank.

Please sponsor CFLC's Literacy Luncheon to [double your investment](#) in adult education.

### WHY PARTNER WITH THE CAPE FEAR LITERACY COUNCIL?

- We are an accredited and award-winning non-profit that has been serving our community for **30+ years**.
- We are the only educational institution in the area that provides **FREE**, individualized adult literacy services.
- **100%** of your sponsorship dollars stay local.
- **71%** of all contributions go directly to cover literacy program costs.
- Your **ROI** is 33 to 1. For every \$1 invested in literacy programs, there is a \$33 benefit to the economy. (ProLiteracy)



### THE SCOPE AND IMPACT OF LOW LITERACY

**In the Cape Fear Region there are more than 60,000 adults whose skills are NOT GOOD ENOUGH to do all they need to do for themselves, their families, their jobs, and the community.**

Cape Fear Literacy Council provides free and confidential instruction to adults who have educational goals that are personal, academic, or job-related. Our services include one-on-one tutoring and small classes for Adult Literacy and ESL (English as a Second Language) students seeking to improve their reading, writing, math, and language skills.





## PUBLISHER LEVEL SPONSOR

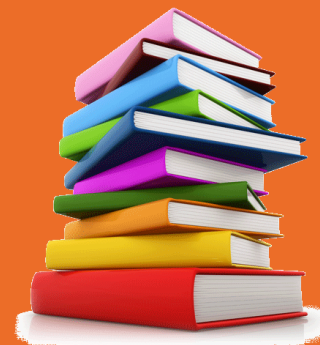
\$5,000

- ✎ Press release, submitted by CFLC, highlighting the Publisher level partnership
- ✎ Media recognition as sponsor for the **2017 Literacy Luncheon** in all applicable advertising
- ✎ Logo/recognition on invitations and event signage
- ✎ Logo and live link on Luncheon website
- ✎ Full-page ad in event program
- ✎ Opportunity to place corporate item at Luncheon table - subject to CFLC approval
- ✎ Social media recognition on Facebook and Twitter
- ✎ Thanked in CFLC newsletter distributed to over 5,000 households
- ✎ 16 reserved seats

## EDITOR LEVEL SPONSOR

\$2,500

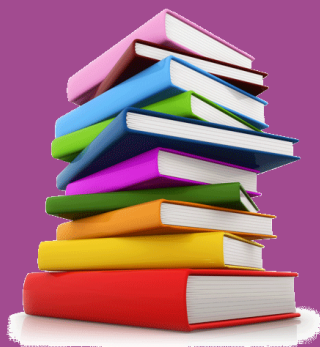
- ✎ Media recognition as sponsor for the **2017 Literacy Luncheon** in all applicable advertising
- ✎ Logo and live link on Luncheon website
- ✎ Logo/recognition on invitations and event signage
- ✎ Half-page ad in event program
- ✎ Thanked in CFLC newsletter distributed to over 5,000 households
- ✎ Social media recognition on Facebook and Twitter
- ✎ 8 reserved seats



## AUTHOR LEVEL SPONSOR

\$1,000

- ✎ Media recognition as sponsor for the **2017 Literacy Luncheon** in all applicable advertising
- ✎ Logo and live link on Luncheon website
- ✎ Logo/recognition on event program and signage
- ✎ Social media recognition on Facebook and Twitter
- ✎ 4 reserved seats



## FOREWORD LEVEL SPONSOR

\$500

- ✎ Logo and live link on Luncheon website
- ✎ Logo/recognition on event program and signage
- ✎ 2 reserved seats







# 2017 LITERACY LUNCHEON

## SPONSORSHIP INFORMATION

- |  |         |
|--|---------|
| <input type="checkbox"/> PUBLISHER SPONSOR | \$5,000 |
| <input type="checkbox"/> EDITOR SPONSOR    | \$2,500 |
| <input type="checkbox"/> AUTHOR SPONSOR    | \$1,000 |
| <input type="checkbox"/> FOREWORD SPONSOR  | \$500   |
| <input type="checkbox"/> DONATION          | \$_____ |

**TOTAL AMOUNT: \$\_\_\_\_\_**

## CONTACT INFORMATION

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## PAYMENT INFORMATION

☐ **Please invoice us at above address.**

☐ **Payment enclosed.** *(Please make checks payable to: Cape Fear Literacy Council)*

☐ **Credit Card Payment:**    **MasterCard**    **VISA**    **Discover**

Name on credit card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Phone Number of card holder: \_\_\_\_\_

Address if different from above: \_\_\_\_\_

Signature: \_\_\_\_\_

**Mail to: Cape Fear Literacy Council, 1012 S. 17th Street, Wilmington, NC 28401**

**Email to: [info@cfliteracy.org](mailto:info@cfliteracy.org)**

**Contact with payment information: Phone - 910.251.0911**

*I'm proud to say that now Amber is on the Dean's List at CFCC. She has always been resourceful and accomplished in her business and in other areas of her life, but in academics she lacked confidence. Now she shines! She tells everyone, "I never could have done this without the Literacy Council."*



***"After a few months of studying English at the Literacy Council, I had the confidence to try to talk to my manager about working more hours."***

***Not only did I get more hours, I also got a raise!"***

***~ Meleshew***

***"After 52 years of not being able to read higher than a 3rd grade level, I came to the Literacy Council in 2012."***

***Now, I have earned my EMS Certification and I am employed by Pender County EMS. Knowledge is a gift that lasts forever!"***

***~ Ray***



## LOW LITERACY IS CONNECTED TO NEARLY EVERY SOCIAL PROBLEM YOU CAN NAME:

- ☞ **Children** – A mother's reading skill is the #1 determinant of her child's future academic success, outweighing other factors such as neighborhood and family income. A child who is not a fluent reader by 4th grade is likely to struggle with reading into adulthood (*US Department of Education & National Institutes of Health*).
- ☞ **Health** – the strongest predictor of someone's health status is not age, income, employment, education or ethnicity: it is literacy skill level and 46% of people can't read their prescription bottle label (*Partnership for Clear Health Communication & American Medical Association*).
- ☞ **Senior Citizens** – people aged 65 and over score lower on literacy skill levels than any other age group from age 16 and up (*National Assessment of Adult Literacy*).
- ☞ **The Future** – over 1 million children drop out of school each year, costing the USA over \$240 billion in lost earnings, lost tax revenues and greater demand for social services (*Jeff McQuillan, "Literacy Crisis: False Claims, Real Solutions"*).
- ☞ **Gangs/Crime** – 85% of all juvenile offenders are functionally or marginally illiterate and 60% of federal/state incarcerated are illiterate (*National Institute for Literacy*).
- ☞ **Jobs/Unemployment** – Each year, American employers spend over \$125 Billion on training, including remedial reading, writing, and math skills. That is roughly the same amount that Americans spend on fast food (*ProLiteracy*).
- ☞ **This Country as a Melting Pot** – 5.8 million legal permanent residents in the U.S. need additional English if they are to fully participate in U.S. civic life and/or pass the U.S. citizenship test (*Migration Policy Institute*).