

## 2018 LITERACY LUNCHEON SPONSORSHIP PACKET

**Thursday, June 14, 2018**

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



*Please join Cape Fear Literacy Council  
in welcoming our keynote speaker,  
celebrated New York Times best-selling author*  
**WILEY CASH**

# 2018 LITERACY LUNCHEON

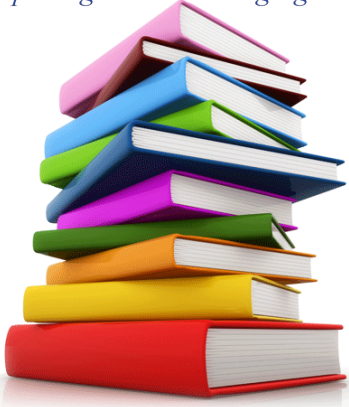


**LIVE OAK BANK**  
Lending More than Capital

## 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.

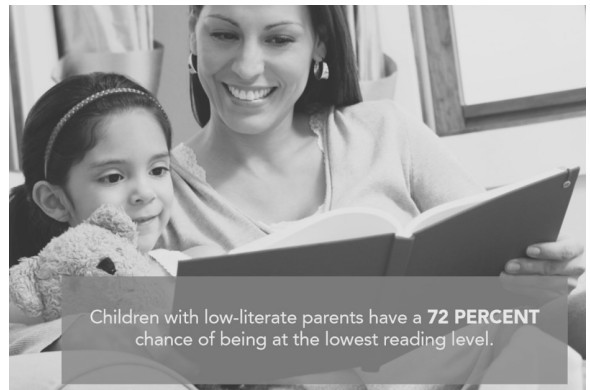
Please sponsor CFLC's Literacy Luncheon to [double your investment](#) in adult education.



### 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.



Children with low-literate parents have a **72 PERCENT** chance of being at the lowest reading level.



Low literacy costs more than **\$225 BILLION** annually due to unemployment.



**\$230 BILLION** a year in health care costs is linked to low adult literacy skills.



## PUBLISHER LEVEL SPONSOR

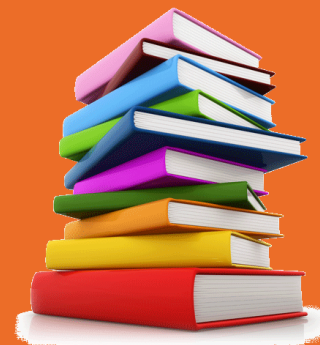
\$5,000

- ✎ Press release, submitted by CFLC, highlighting the Publisher level partnership
- ✎ Media recognition as sponsor for the **2018 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

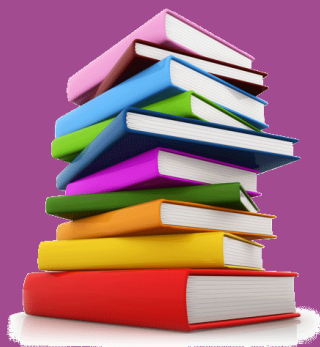
- ✎ Media recognition as sponsor for the **2018 Literacy Luncheon** in all applicable advertising
- ✎ Logo and live link on Luncheon website
- ✎ Logo/recognition on invitations and event signage
- ✎ Half-page ad in event program
- ✎ Thanked in CFLC newsletter distributed to over 5,000 households
- ✎ Social media recognition on Facebook and Twitter
- ✎ 8 reserved seats



## AUTHOR LEVEL SPONSOR

\$1,000

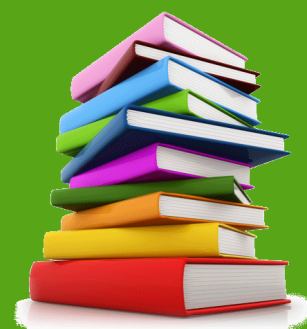
- ✎ Media recognition as sponsor for the **2018 Literacy Luncheon** in all applicable advertising
- ✎ Logo and live link on Luncheon website
- ✎ Logo/recognition on event program and signage
- ✎ Social media recognition on Facebook and Twitter
- ✎ 4 reserved seats



## FOREWORD LEVEL SPONSOR

\$500

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





# PERSEVERANCE: THE ALTHEA GIBSON STORY

## FROM WILMINGTON TO WIMBLEDON WITH CFLC'S READERS' THEATER

Students at Cape Fear Literacy Council are enjoying an ninth season of the interactive learning program called Readers' Theater. In class, performers read from a script to interpret a text for an audience. Students improve their comprehension, vocabulary, grammar, and fluency. They work as a team and have fun with the learning process.

Each year students pick a topic of interest—this year it's the life journey of tennis great, Althea Gibson. Althea Gibson, a Wilmington native, was an American tennis player and professional golfer and the first black athlete to cross the color line of international tennis. In 1956, she became the first person of color to win a Grand Slam title at the French Open. The following year she won both Wimbledon and the U.S. Nationals. In all, she won 11 Grand Slam tournaments, including six doubles titles, and was inducted into the International Tennis Hall of Fame and the International Women's Sports Hall of Fame.



StarNews

### 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*).



# 2018 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**