

CAPE FEAR LITERACY COUNCIL & STARNEWS MEDIA PRESENT

THE 32nd ANNUAL
GALA



A NIGHT OF
MAGIC

SATURDAY, SEPTEMBER 23, 2017

6:30PM



COASTLINE CONFERENCE CENTER | FESTIVE ATTIRE | 21+

(910) 251-0911 | INFO@CFLITERACY.ORG | CFLITERACY.ORG

SPONSORSHIP INFORMATION PACKET



THE 32nd ANNUAL GALA

SATURDAY, SEPTEMBER 23, 2017

MAGNIFICENT MAGICIAN GALA SPONSOR

\$10,000

Event & External Media

- ∞ Media recognition as Gala sponsor in all applicable television, radio and print media. This includes logo inclusion in weekly full and half page ads in the StarNews print edition digital ads on StarNewsOnline.com and digital billboard advertising, displayed several times per hour on 8 billboards throughout Wilmington.
- ∞ Logo/recognition on Gala save the date announcement, invitation, program and event signage
- ∞ Full page color ad in Gala program
- ∞ Special recognition from the stage at Gala
- ∞ 20 Gala tickets

CFLC Media/Social Media

- ∞ Recognition in the Literacy Council newsletter (5,000+ subscribers), for one issue
- ∞ Name and live link on the Gala website
- ∞ Mentions through Literacy Council social media: Facebook and Twitter
- ∞ Recognition on CFLC 17th Street sign during Event promotion

SOARING SORCERER GALA SPONSOR

\$5,000

Event & External Media

- ∞ Media recognition as Gala sponsor in all applicable television, radio and print media. This includes logo inclusion in weekly full and half page ads in the StarNews print edition digital ads on StarNewsOnline.com and digital billboard advertising, displayed several times per hour on 8 billboards throughout Wilmington.
- ∞ Logo/recognition on Gala save the date announcement, invitation, program and event signage
- ∞ Full page color ad in Gala program
- ∞ Special recognition from the stage at Gala
- ∞ 12 Gala tickets

CFLC Media/Social Media

- ∞ Recognition in the Literacy Council newsletter (5,000+ subscribers), for one issue
- ∞ Name and live link on the Gala website
- ∞ Mentions through Literacy Council social media: Facebook and Twitter
- ∞ Recognition on CFLC 17th Street sign during Event promotion

THE 32nd ANNUAL
GALA
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WITCHES & WIZARDS
GALA SPONSOR
\$2,500

Event & External Media

- ↪ Media recognition as Gala sponsor in all applicable television, radio and print media. This includes logo inclusion in weekly full and half page ads in the StarNews print edition digital ads on StarNewsOnline.com and digital billboard advertising, displayed several times per hour on 8 billboards throughout Wilmington.
- ↪ Logo/recognition on program and event signage at Gala
- ↪ Half page color ad in Gala program
- ↪ 8 Gala tickets

CFLC Media/Social Media

- ↪ Recognition in the Literacy Council newsletter (5,000+ subscribers), for one issue
- ↪ Name and live link on the Literacy Council website during event promotion period
- ↪ Mentions through Literacy Council social media: Facebook and Twitter

PHOENIX FEATHERS
GALA SPONSOR
\$1,000

Event & External Media

- ↪ Media recognition as Gala sponsor in all applicable television, radio and print media. This includes logo inclusion in weekly half page ads in the StarNews print edition.
- ↪ Logo/recognition on program and event signage at Gala
- ↪ Business card size black and white ad in Gala program
- ↪ 4 Gala tickets

CFLC Media/Social Media

- ↪ Recognition in the Literacy Council newsletter (5,000+ subscribers), for one issue
- ↪ Name and live link on the Literacy Council website during event promotion period
- ↪ Mentions through Literacy Council social media: Facebook and Twitter

WHIRLING WANDS
GALA SPONSOR

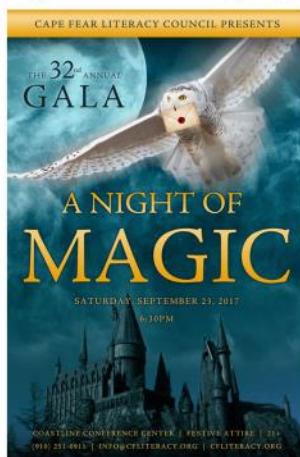
\$500

Event & External Media

- ↪ Logo/recognition on program and event signage at Gala
- ↪ Logo inclusion in weekly half page ads in the StarNews print edition
- ↪ 2 Gala tickets

CFLC Media/Social Media

- ↪ Recognition in the Literacy Council newsletter (5,000+ subscribers), for one issue
- ↪ Name and live link on the Literacy Council website during event promotion period
- ↪ Mentions through Literacy Council social media: Facebook and Twitter



SPONSORSHIP & TICKET INFORMATION

- | | |
|---|--------------------------|
| <input type="checkbox"/> MAGNIFICENT MAGICIAN SPONSOR | \$10,000 |
| <input type="checkbox"/> SOARING SORCEROR SPONSOR | \$5,000 |
| <input type="checkbox"/> WITCHES & WIZARDS SPONSOR | \$2,500 |
| <input type="checkbox"/> PHOENIX FEATHERS SPONSOR | \$1,000 |
| <input type="checkbox"/> WHIRLING WANDS SPONSOR | \$500 |
| <input type="checkbox"/> GALA TICKET | Number of Tickets: _____ |
| <input type="checkbox"/> DONATION | \$_____ |
| TOTAL AMOUNT: \$ _____ | |

CONTACT INFORMATION

Contact Person: _____
Title: _____
Company/Organization: _____
Address: _____
Telephone: _____ Fax: _____
E-mail: _____

PAYMENT INFORMATION

Cape Fear Literacy Council will be happy to work with sponsors on special payment arrangements (i.e.: invoice after start of corporate fiscal year, monthly payment plans). Please call CFLC at (910) 251-0911 for more details.

- 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: _____

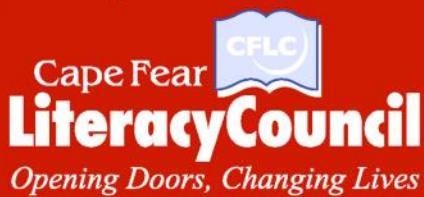
Mail to: Cape Fear Literacy Council, 1012 S. 17th Street, Wilmington, NC 28401

Email to: info@cfliteracy.org

Contact with payment information: Phone - 910.251.0911

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.



Low literacy is connected to nearly every social problem you can name:

Jobs/Unemployment – The effects of low literacy cost the US more than \$225 Billion each year in non-productivity in the workforce and loss of tax revenue due to unemployment. Individuals at the lowest level of literacy have a higher rate of unemployment than the national average - over 14.5% since 2011. *(ProLiteracy)*.

Scholastic Achievement – 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)*.

Gangs/Crime – 85% of all juvenile offenders have reading problems. *(U.S. Department of Education)*.

Health Issues – 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)*.

National Deficiencies – 32 million adults in the U.S. can't read well. That's 14% of the population. 21% of adults in the U.S. read below a 5th grade level, and 19% of high school graduates can't read. *(US Department of Education and National Institute of Literacy)*.

This Country as a Melting Pot – Legal immigrants who are English proficient earn 13-24% more than immigrants who are not. When immigrants have access to language and literacy instruction, they assimilate more quickly and engage more in the economy. *(Migration Policy Institute)*.