



Dear Friend,

With over 1,000 adults currently on our waitlist, The Literacy Center is experiencing an unprecedented need for our programs. Help us meet the growing demand for adult education opportunities.

Please sponsor the 2024 Faces of Literacy event on Tuesday, April 30th at 6pm at Muhlenberg College.

As the leading literacy agency in Pennsylvania, The Literacy Center helps learners improve their reading, writing, math, English language, digital literacy, and workplace skills. Your financial support will help transform the lives of adults and families across the Lehigh Valley.

This year's event will feature an inspirational journey of three of our graduates by professional photographer and program graduate, Marco Calderon. We will also award the Champion of Literacy and Community Partner of the Year.

You will find the sponsorship opportunities enclosed. To secure your sponsorship, please visit our website: www.FacesofLiteracy.com or mail the completed form by April 5th.

Thank you for helping The Literacy Center empower struggling adults through education.

Sincerely,

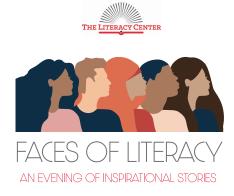
Ms. Elizabeth S. Hritz Development Committee Chairperson The Literacy Center

Ms. Margaret McConnell` Board of Directors Chairperson The Literacy Center



2024 Sponsorship Packages

Presenting Sponsor (\$5000) Exclusive Level	Student Honoree Sponsor (\$2500)	Engagement Sponsor (\$1000)	Student Champion (\$500)	Student Supporter (\$250)
Recognition as Presenting Sponsor on all 3 videos produced for the event	Recognition as a Student Honoree Sponsor in all 3 student honoree videos produced for the event	Recognition as an Engagement Sponsor on presentation slides	Recognition in presentation as a Student Champion	Recognition in presentation as a Student Supporter
Recognition from the podium and graphic representation as the Presenting Sponsor during event	Recognition from the podium and graphic representation as a Student Honoree Sponsor during event	Recognition from the podium and graphic representation as an Engagement Sponsor during event		
Opportunity to present the Champion of Literacy Award	Opportunity to present Community Partner of the Year Award			
Logo prominently featured on event program	Logo included on program	Company name included on program	Company name included on program	
Recognition in TLC newsletter emailed to 8K+ people	Recognition in TLC newsletter emailed to 8K+ people			
Promotion on social media: Presenting Sponsor included prominently in all digital marketing with regular mentions on our social media posts	Promotion on social media: Student Honoree Sponsors included in all digital marketing efforts with regular mentions on our social media posts	Promotion on social media: Engagement Sponsors included in all digital marketing efforts with regular mentions on our social media posts		
Listing in media advisories and press releases distributed before and after event	Listing in media advisories and press releases distributed before and after event	Listing in media advisories and press releases distributed before and after event		
Prominent logo recognition on website and in recording of event	Logo recognition on website and in recording of event	Logo recognition on website and in recording of event	Logo recognition on website and in recording of event	Company name listing on website and in recording of event
10 tickets to event	6 tickets to event	4 tickets to event	2 tickets to event	1 ticket to event



2024 Sponsorship Agreement

Thank you for sponsoring Faces of Literacy! Please complete and return this commitment form with payment and logo to The Literacy Center by Friday, April 5, 2024. As a sponsor, your business will be publicized according to the benefits of the package you select leading up to, during, and after the event. Earlier commitments will result in more exposure for your business.

1. Company Contact Information

Contact Name:	
Company:	
Address:	
City, State, Zip:	
Telephone:	E-mail:

2. Select Sponsorship Level

I/We agree to sponsor The Faces of Literacy at the following level:

- □ Presenting Sponsor \$5000
- □ Student Honoree Sponsor \$2500
- □ Engagement Sponsor \$1000
- □ Student Champion \$500
- □ Student Supporter \$250
- \Box I would like to make a contribution in the amount of <u>\$</u>

 $\hfill\square$ I/We wish to decline the benefits associated with the selected sponsorship level and request to recognize my/our contribution as a donation.

3. Payment

□ Enclosed is a check made payable to The Literacy Center.

- □ Payment will be forwarded to The Literacy Center by Friday, April 5, 2024.
- □ I will pay online at www.FacesOfLiteracy.com/sponsorship

4. Return this form

Email: FacesOfLiteracy@TheLiteracyCenter-LV.org Mail: The Literacy Center, 1132 Hamilton Street, Suite 300, Allentown, PA 18101 Questions–call: 610-435-0680 X. 818

The official registration and financial information of The Literacy Center may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement. The Literacy Center is a 501(c)(3) nonprofit organization – donations to which are tax deductible to the fullest extent permitted by law.