



FACES OF LITERACY

AN EVENING OF INSPIRATIONAL STORIES

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



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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 |



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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
- I would like to make a contribution in the amount of \$ _____

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.