



Reading BETWEEN THE WINES

TO SUPPORT  LITERACY FOR LIFE

2024
SPONSORSHIP PACKET





LITERACY FOR LIFE

301 Monticello Avenue, Williamsburg, VA
(757) 221-3325 | literacyforlife.org



When: Friday, November 1, 2024 at 6 :30 p.m.

Where: Kingsmill Resort, 1010 Kingsmill Road, Williamsburg, VA

Dear Friends of Literacy for Life,

Literacy for Life is on track to serve a record 1000 adult learners in our community this year: a thousand stories of determination meeting opportunity. Through our programs, Vanessa completed her high school diploma while juggling family and work. With her tutor's help, she has grown to love learning, recognizes her own potential, and is applying for college. Ashley is a 20-year-old single mother who eagerly absorbed the information in her On the Money class. She has developed a family budget and is setting financial goals for her children's future. Ali, a young refugee from Afghanistan, is rapidly improving his English so that he can enlist in the Navy to serve his new country. Joseph is attending a phonics-based reading class at our new expansion site in Hampton. He is thrilled to finally be learning to read.

It's time to celebrate!



Enjoy an evening at one of Williamsburg's most popular and elegant venues, the Kingsmill Resort. Celebrate with a night of live music, delicious food, wine, an exciting live auction, and a presentation from our guest of honor, Angie Kim, whose multiple award-winning first book, *Miracle Creek*, was named one of the best books of the year by *Time*, *The Washington Post*, and the *Today Show*. Ms. Kim's second book, *Happiness Falls*, is a *New York Times* Instant Best Seller and has won critical acclaim by many of today's best-selling authors.

Our fundraising goal is \$200,000. And we can't get there without you!

You can support *Reading Between the Wines* in a number of easy ways:

- Become a corporate sponsor, and put your company's name in front of hundreds of our community's most prominent individuals (see sponsorship opportunities).
- Sponsor the event as an individual, and demonstrate your support of Literacy for Life with recognition in the event program (see sponsorship opportunities).
- Purchase tickets to attend this fun gathering with friends and family.
- Purchase a full color ad in our Reading Between the Wines program.

We hope that we can count on your help to make 2024 our best event yet.

Thank you in advance for your support of Literacy for Life. We look forward to seeing you on November 1st!

Sincerely,

Jason C. Thornton
Executive Director, Literacy for Life

SPONSORSHIP OPTIONS

Your support shows commitment to the community

Your support changes someone's life.

Please support Literacy for Life.

Limited Sponsorships

PRESENTING SPONSOR - \$10,000

This is a leadership role where you can shine the spotlight of the entire evening on your brand!

- Recognition on digital event signage and slide show
- Recognition on the live event stage
- Opportunity to have personal time with the author before the event
- Speaking time during the program, if desired
- Full-page color ad on inside, front cover of event program
- Recognition on social media, Literacy for Life (LFL) and event websites, and in RBTW-related e-newsletters
- Recognition in LFL annual report
- 4 tickets for VIP reception with author

WINE SPONSOR - \$6,000

Bring out your inner Bacchus and be recognized with every sip of wine!

- Recognition on digital event signage and slide show
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media, and the LFL website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

AUTHOR SPONSOR (TAKEN) - \$6,000

Our guest author is the defining feature of the event and your sponsorship makes it all possible!

- Recognition on digital event signage and slide show
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media, and the LFL website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

LIVE AUCTION SPONSOR (TAKEN) - \$6,000

Your company will take center stage as the whole room turns its attention to the exciting live auction!

- Recognition on digital event signage and slide show
- Recognition during the live auction
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media, and the LFL website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

FOOD & FARE SPONSOR (2 of 4 available) - \$6,000

Our important guests will think of you with every delicious bite!

- Recognition on event and food station signage
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media, and the (LFL) website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

PADDLE-RAISE SPONSOR - (TAKEN)

All eyes will be on your company logo with every bid!

- Recognition on event signage and slide show
- Half-page (3.5" x 4") color ad in event program
- Business logo on all auction paddles
- Recognition on social media, and the LFL website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

REGISTRATION SPONSOR - \$6,000

Every guest is sure to see your brand first!

- Recognition on Registration area signage.
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media, and the LFL website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

PHOTO BOOTH SPONSOR - (TAKEN) - \$6,000

Guests will enjoy a fun photo opportunity with your brand texted with each photo taken!

- Recognition on photo booth area signage
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media, and the LFL website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author
- Your logo appears on each picture sent to attendees

SPONSORSHIP OPTIONS

Continued

Unlimited Sponsorships

PLATINUM SPONSOR - \$5,000

- Recognition on digital event signage and slide show
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media and the Literacy for Life (LFL) website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

GOLD SPONSOR - \$3,500

- Recognition on digital event signage and slide show
- Half-page (3.5" x 4") color ad in event program
- Recognition on social media and the LFL website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

SILVER SPONSOR - \$2,500

- Recognition on digital event signage and slide show
- Recognition on social media and the Literacy for Life website
- Recognition in LFL annual report
- 2 event tickets

BRONZE SPONSOR - \$1,500

- Recognition on social media and the Literacy for Life website
- Recognition in LFL annual report
- 2 event tickets

LITERACY ADVOCATE - \$750

- Recognition on social media
- Recognition in LFL annual report
- 2 event tickets

Program Ads

FULL COLOR

- **FULL PAGE AD - \$500**
- **1/2 PAGE AD - \$250**
Horizontal



SPONSORSHIP FORM

Friday, November 1, 2024 at 6:30PM
Kingsmill Resort, 1010 Kingsmill Road
Williamsburg, VA

CONTRIBUTION

I/we would like to support the 2024 Reading Between the Wines at this level:

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> \$10,000 Presenting | <input type="checkbox"/> \$6,000 Wine | <input type="checkbox"/> \$6,000 Author | <input type="checkbox"/> \$6,000 Food & Fare |
| <input type="checkbox"/> \$6,000 Live Auction | <input type="checkbox"/> \$6,000 Paddle Raise | <input type="checkbox"/> \$6,000 Registration | <input type="checkbox"/> \$6,000 Photo Booth |
| <input type="checkbox"/> \$5,000 Platinum | <input type="checkbox"/> \$3,500 Gold | <input type="checkbox"/> \$2,500 Silver | <input type="checkbox"/> \$1,500 Bronze |
| <input type="checkbox"/> \$750 Literacy Advocate | <input type="checkbox"/> \$500 Full page ad, Color | <input type="checkbox"/> \$250 1/2 page ad, Color | |
| <input type="checkbox"/> \$100 Seat purchase | <input type="checkbox"/> I/we cannot attend but wish to make a tax-deductible contribution of | | |

\$ _____

SPONSOR INFORMATION

Sponsor Designation: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Phone: _____

Contact Email: _____

PAYMENT METHOD

Enclosed is a check for \$ _____ (make payable to Literacy for Life)

Please charge \$ _____ to my/our Mastercard Visa American Express Discover

Name on Card: _____

Card Number: _____

Expiration Date: ____/____ Security Code: _____ Signature: _____

Please send completed form and payment to: Literacy for Life, PO Box 8795, Williamsburg, VA 23187-8795



An exempt non-profit
501(c)(3) organization, EIN: 54-1085026.

LiteracyforLife@wm.edu | (757) 221-3325
www.LiteracyforLife.org/reading-between-the-wines

CONTACT INFO

Questions? Requests?

Bob Estremera

Development Director

Literacy for Life

301 Monticello Avenue

P.O. Box 8795

Williamsburg, VA 23187-8795

Office: (757) 221-1265

Email: restremera@wm.edu

www.literacyforlife.org

Brandyn Baty

Director of Community Outreach and Events

Literacy for Life

301 Monticello Avenue

P.O. Box 8795

Williamsburg, VA 23187-8795

Office: (757) 221-2422

Email: bbaty@wm.edu

www.literacyforlife.org