



Reading BETWEEN THE WINES

TO SUPPORT  LITERACY FOR LIFE

2023
SPONSORSHIP PACKET



LITERACY FOR LIFE

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



Reading Between the Wines

When: Friday, October 27th at 6 :30 p.m.

Where: The Alumni House at William & Mary, 500 Richmond Road, Williamsburg, VA

Dear Friends of Literacy for Life,

What an exciting year it has been at Literacy for Life! At Reading Between the Wines, we bring together a community of people who recognize the power of education to change lives. The evening is a celebration of the success of our learners. We celebrate Amber, a single mother of special-needs children, who carved out time to study and completed her GED. We celebrate LaShawna, who established an emergency fund, a retirement plan for herself, and inspired her son to open a savings account for his 3-year-old daughter. We celebrate Zohal, a refugee from Afghanistan who inspires us with her courage and determination as she pursues the education she needs to rebuild the life of her family.



Celebrate with us!

Enjoy an evening at Williamsburg's most elegant venue, the Alumni House at William & Mary. Celebrate with a night of live music, delicious food, wine, an exciting live auction, and a presentation from our guest of honor, NY Times bestselling author Fiona Davis, whose titles include *The Spectacular*, *The Address*, *The Doll House*, *The Masterpiece*, *The Lions of Fifth Avenue*, *The Magnolia Palace*, and *The Chelsea Girls*.

Our fundraising goal is \$160,000. 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 and anticipated gathering with friends and family.
- Purchase a full color ad in our Reading Between the Wines program.

Thank you in advance for your support of Literacy for Life. We look forward to seeing you on October 27!

Sincerely,

Jason C. Thornton
Executive Director, Literacy for Life

SPONSORSHIP OPTIONS

Your support shows commitment to the community

Your support changes someones 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, the Literacy for Life website, the Reading Between the Wines website, and in RBTW-related e-newsletters
- Recognition in LFL annual report
- 4 tickets for VIP reception with author

WINE SPONSOR - (Taken)

Bring out your inner Bacchus and be forever remembered for your important contribution.

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

AUTHOR SPONSOR - (Taken)

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 Literacy for Life website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

LIVE AUCTION SPONSOR - (Taken)

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 Literacy for Life website

- Recognition in LFL annual report
- 2 tickets to VIP reception with author

FOOD & FARE SPONSOR (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 Literacy for Life website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

PADDLE-RAISE SPONSOR - (Taken)

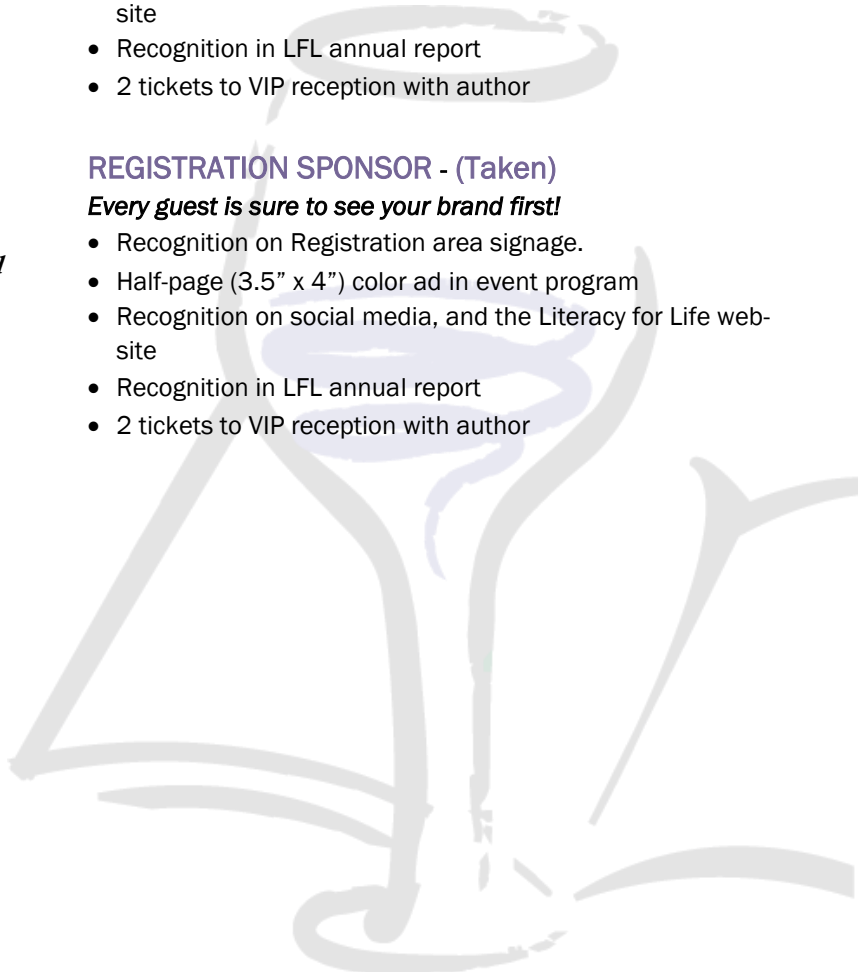
All eyes will be on your company logo with every bid!

- Recognition on event signage and slide show
- Half-page (3.5" x 4") color ad in event program
- Business logo on all auction paddles – have all eyes on your business during the paddle-raise!
- Recognition on social media, and the Literacy for Life website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author

REGISTRATION SPONSOR - (Taken)

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 Literacy for Life website
- Recognition in LFL annual report
- 2 tickets to VIP reception with author



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 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 Literacy for Life 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
- 1 ticket to VIP reception with author

BRONZE SPONSOR - \$1,500

Stand up and be counted as a supporter of literacy to strengthen your community and be recognized in the Literacy for Life Annual Report.

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

LITERACY ADVOCATE - \$750

Stand up and be counted as a supporter of literacy to strengthen your community and be recognized in the Literacy for Life Annual Report.

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

Program Ads

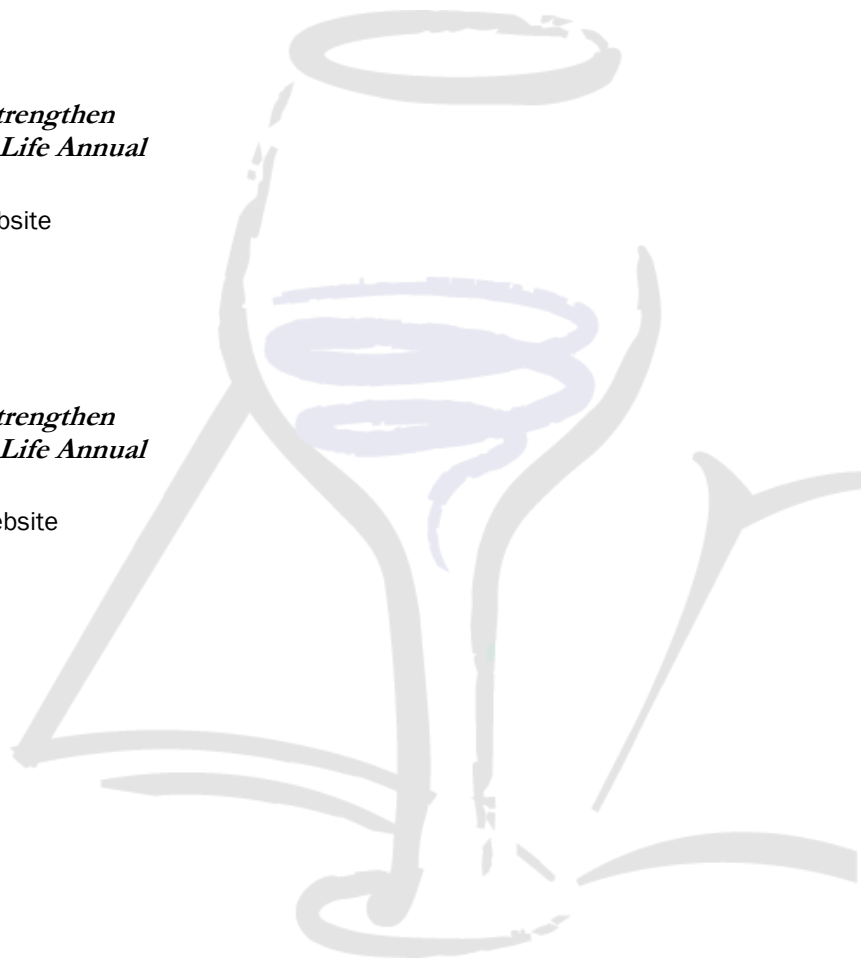
FULL COLOR

Full page

\$500

1/2 page, Horizontal

\$250



SPONSORSHIP FORM

October 27, 2023

William & Mary Alumni House

6:30 p.m.

CONTRIBUTION

I/we would like to support the 2023 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"/> \$3,500 Paddle Raise | <input type="checkbox"/> \$3,500 Registration | <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"/> \$75 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



LITERACY FOR LIFE

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?

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