



LITERACY FOR LIFE

CELEBRATING

50

YEARS



THE NEXT 50

Literacy for Life has extended its reach into the high-need areas of Newport News and Hampton. As we continue to build capacity, adults throughout the Peninsula will have access to the full spectrum of our services.



SPONSORSHIP OPPORTUNITIES 2025

Providing Functional Literacy Support for Adults

Since 1975, Literacy for Life has empowered adults by building foundational skills for success in life and work. Literacy for Life began as a service to William & Mary employees who struggled to read. Over time, it expanded to help adults throughout

the Williamsburg area—adding Newport News and Hampton in 2023. Today, Literacy for Life provides robust programming to meet the functional literacy needs of both native English speakers and English language learners across the Virginia Peninsula.

www.literacyforlife.org

DEAR COMMUNITY PARTNER,

Literacy for Life is thrilled to announce our 50th anniversary celebrations throughout 2025. For half a century, we have been empowering adults by building foundational skills for success in life and work.

As **the only organization on the Virginia Peninsula** providing individualized, one-to-one tutoring and classroom instruction, we have helped countless adults to overcome barriers and achieve their full potential as individuals, parents, employees, and community members. To commemorate this milestone, we are planning **a series of events throughout the year** to celebrate our achievements and look towards the future. We are reaching out to community partners like you to help sponsor these events and support our mission.

Our 50th anniversary celebration will include:

- Informative community outreach presentations
- Exciting new fundraising events
- An impactful 50th anniversary campaign

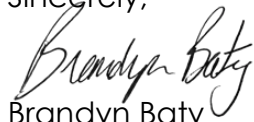
Your sponsorship would help us:

- Continue providing free and low-cost basic skill instruction
- Expand our services in health, financial, and digital literacy
- Upgrade our educational resources and technology
- Reach more adults in need of literacy support

By partnering with Literacy for Life, you'll be investing in the future of our community and helping to create opportunities for over a thousand adult learners. **Your support will be recognized throughout our anniversary year** and beyond. We value your potential partnership in commemorating our 50-year journey and building capacity for an impactful future. Our proposed events promise to not only celebrate our history but also create meaningful connections and lasting impact.

Thank you for considering this opportunity to make a difference in our community.

Sincerely,



Brandyn Baty
Director of Community Outreach and Events
bbaty@wm.edu | (757) 221-2422

LOW ADULT LITERACY COSTS THE COMMUNITY IN MANY WAYS:



Higher rates of unemployment or underemployment



Inability for parents to help their children with schoolwork



Poor health outcomes



Higher rates of poverty and crime

WINE EVENT

**"An Evening Where
Stories Come Alive"**

**FRIDAY, OCT. 24
6:30 PM**

**JAMES RIVER GRAND BALLROOM
KINGSMILL RESORT, WILLIAMSBURG**



Join us for an inspiring evening that showcases the power of words, talent, and imagination. This isn't just a fundraiser—it's an experience that demonstrates how literacy changes lives.



Tiffany Little Canfield is one of the most sought-after casting directors in the entertainment industry. Her film credits include "Wicked" (2024), "The Greatest Showman" (2017), and "The Color Purple" (2023), and she received an Emmy nomination for "Only Murders in the Building" (2021-2024). She understands that words and pictures remain unfinished until the right actor breathes life into them.

You'll gain invaluable insights from a casting director who not only shapes modern entertainment, but also champions the power of storytelling and representation, truly bringing "literacy to life" through her craft.

- Inspiring stories from adult learners
- Delicious food and wine
- Exciting live auction
- Special presentation by Tiffany Little Canfield

Tickets:
\$150

Table of 10:
\$1,350



RAISE A GLASS TO LITERACY:

You can make an incredible difference! Together, we can make this year's Reading between the Wines our most impactful yet—opening new doors for learners seeking to improve their reading, writing, and life skills.

SPONSORSHIPS

SPONSOR TYPE	INCLUDES	
Presenting Sponsor Maximum Visibility & Prestige \$10,000	<ul style="list-style-type: none"> Leadership positioning & branding throughout event Personal time with featured speaker Dedicated table—10 people, all VI Stage speaking opportunity Premium digital event signage recognition 	<ul style="list-style-type: none"> Full-page color ad (inside front cover) PR/media mentions Social media and website listing Annual report recognition 4 VIP reception tickets
Platinum Sponsor Premium Brand Visibility \$5,000	<ul style="list-style-type: none"> Prominent digital event signage recognition Full-page color ad in event program 	<ul style="list-style-type: none"> Social media and website listing Annual report recognition 4 VIP reception tickets
Gold Sponsor Literacy Champion \$3,500	<ul style="list-style-type: none"> Digital event signage recognition Half-page color ad in program Social media and website listing 	<ul style="list-style-type: none"> Annual report recognition 2 VIP reception tickets and 2 standard tickets
Silver Sponsor Literacy Ambassador \$2,500	<ul style="list-style-type: none"> Digital event signage recognition Social media and website listing 	<ul style="list-style-type: none"> Annual report recognition 4 standard event tickets
Bronze Sponsor Literacy Supporter \$1,500	<ul style="list-style-type: none"> Digital event signage recognition Social media and website listing 	<ul style="list-style-type: none"> Annual report recognition 2 standard event tickets
Literacy Advocate Friend of Literacy \$750	<ul style="list-style-type: none"> Digital event signage recognition Social media recognition 	<ul style="list-style-type: none"> Annual report listing 1 standard event ticket

SPECIALIZED SPONSORSHIPS – \$6,000 each & include:

4 VIP tickets • Half-page color ad in program • Social media & website listing • Annual report listing

Wine Sponsor	Food & Fare Sponsor	Registration Sponsor	Photo Booth Sponsor	Paddle-Raise Sponsor	Live Auction Sponsor
<ul style="list-style-type: none"> Wine-related brand association Wine station signage 	<ul style="list-style-type: none"> Culinary event connection Food station signage 	<ul style="list-style-type: none"> First impression brand placement Visibility at event entry point 	<ul style="list-style-type: none"> Interactive brand engagement Logo on all shared photos 	<ul style="list-style-type: none"> Bidding visibility Logo on all auction paddles Continuous brand exposure during fundraising 	<ul style="list-style-type: none"> Spotlight during live auction Audience attention during key event moment

EVENT PROGRAM ADVERTISING

AD SIZE	SPECS
Full Page \$500 7.5x4.5"	<ul style="list-style-type: none"> Full color, full page advertisement Distributed to all event attendees Camera-ready artwork required
Half Page \$250 4.5x 3.625"	<ul style="list-style-type: none"> Full color, horizontal layout Distributed to all event attendees Camera-ready artwork required

APPLY TO SPONSOR

bit.ly/RBTWines



REAL PEOPLE, REAL IMPACT



Meiber fled Venezuela with little English. Now she is a health educator at Olde Towne Medical Center, Williamsburg.



Busare spent 20 years in Tanzanian refugee camps. He is now a proud U.S. citizen and graduate of Virginia Technical Academy's electrical career program.



Elie, a West African immigrant, obtained his Commercial Driver's License. Now, he proudly supports his family without needing government assistance.



Cesia sought refuge in Virginia after her family was killed in Honduras. Today, she proudly serves her new country in the U.S. Army.



Amber left high school and worked two jobs to support her family. Now she has obtained her GED.



LaShawanna was never taught personal finance skills. Now she has an emergency fund and a retirement plan.

THE NEED

What makes adult literacy such a critical issue?

37,856
adults on
the Peninsula
do not primarily
speak English

LIMITED ENGLISH PROFICIENCY

Immigrants who attend English language classes increase their earnings by 56%, leading to decreased need for government assistance and increased tax revenue. (Heller & Slungaard Mumma)



POVERTY

Individuals with low literacy skills are nearly 4 times more likely to live in poverty. (National Center for Education Statistics)

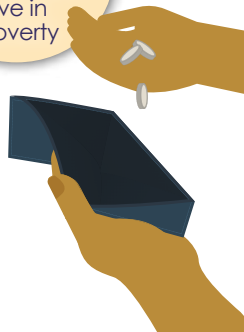
Low literacy is a major contributing factor to intergenerational poverty. (UNESCO)

53,511
adults on
the Peninsula
live in
poverty

EDUCATIONAL ATTAINMENT

Adults who lack a high school diploma are less likely to experience upward mobility (Pew Research Center) and are 5-10 times more likely to be incarcerated. (National Center for Education Statistics)

29,794
adults (25+)
on the Virginia
Peninsula lack
a high school
diploma



MAKE AN IN-KIND GIFT

Do you have a product or service you can offer? From live auction items to tournament prizes, these gifts are both needed and appreciated.

We can offer sponsorship/mentions in return on a case-by-case basis, depending on the nature and value of the gift. Please contact us to discuss!

Contact:

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