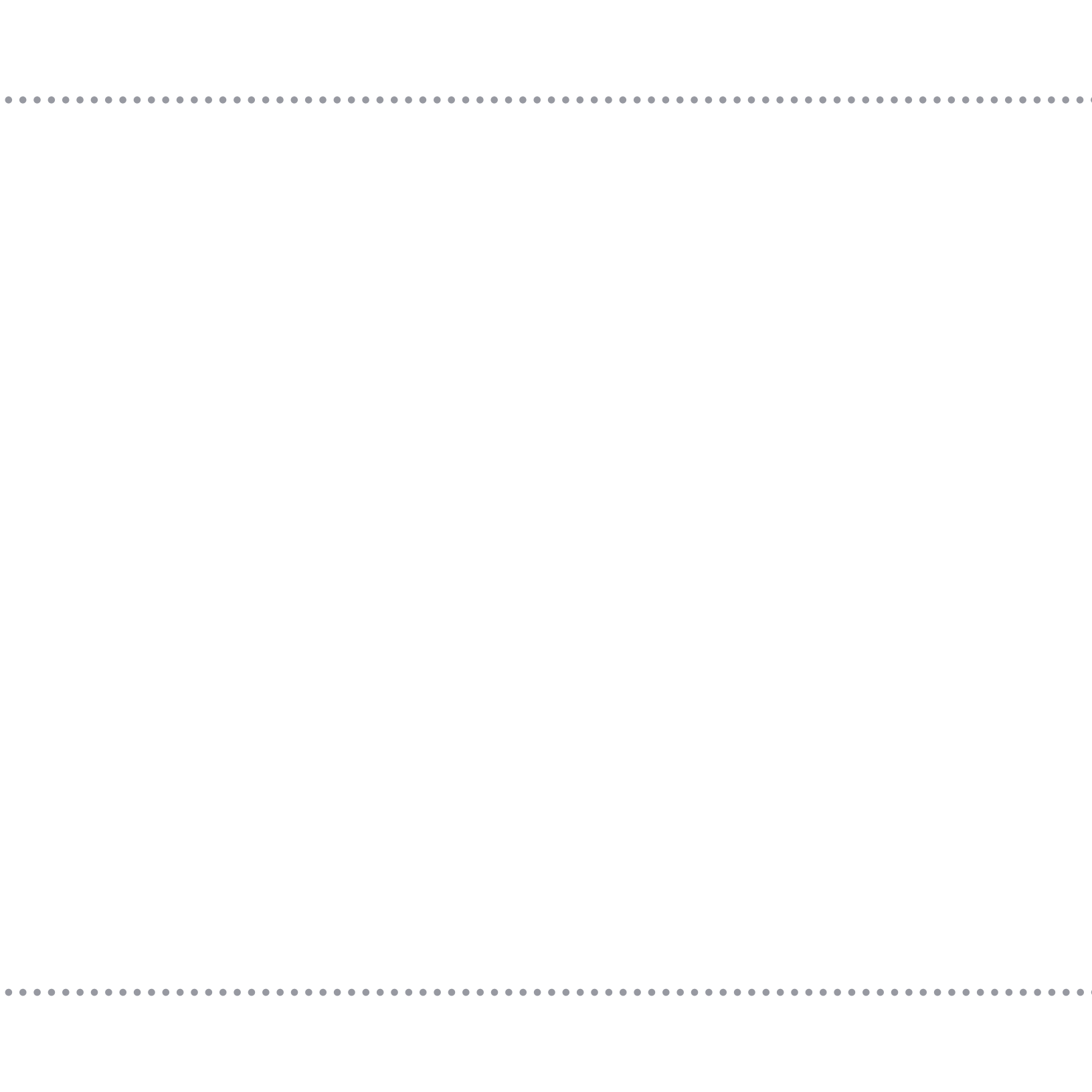




READ ALLIANCE

# **4th Annual Spring Benefit Corporate Sponsorship Opportunities**







READ ALLIANCE

**Success starts early.**

# Read Alliance’s 4th Annual Spring Benefit Corporate Sponsorship Levels

**\$50,000 Reading Champion**



Support 35 at-risk kindergarten & first grade students to achieve one year’s growth in reading skills.

**\$25,000 Literacy Leader**



Support 18 at-risk kindergarten & first grade students to achieve one year’s growth in reading skills.

**\$15,000 Learning Partner**



Support 10 at-risk kindergarten & first grade students to achieve one year’s growth in reading skills.



**\$10,000 Student Supporter**



Support 7 at-risk kindergarten & first grade students to achieve one year's growth in reading skills.

**\$7,500 Advocate**



Fund 3 Literacy Libraries at Read Alliance Partner Sites with picture books carefully selected by literacy experts.

**\$5,000 Friend**



Support *Build Your Future* and provide standout Read Alliance tutors with 5 weeks of hands-on college and career prep opportunities.

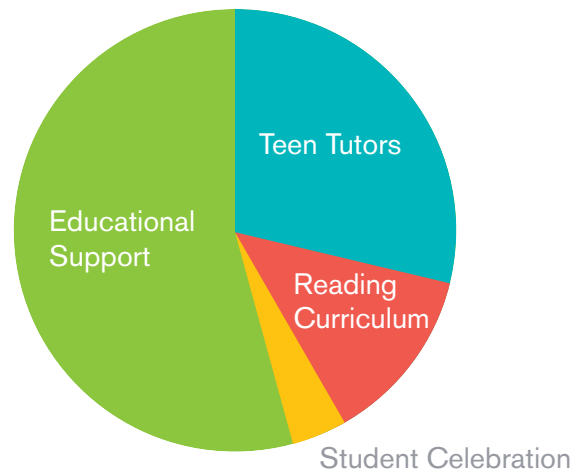




**\$50,000 – Reading Champion**

As a Reading Champion, your company has the opportunity to adopt a Read Alliance school and help 35 deserving kindergarten and first grade students achieve at least one grade level in reading. Specifically, the support will underwrite the costs of teen tutors, teacher support, curriculum materials and student assessment as well as additional program costs. Support will take place during our School Year (October – May) or Summer Reading Program (July – August).

Here's how your sponsorship support breaks down:



As a Reading Champion, your company will receive the following benefits:

- Event Tickets: 20 tickets and recognition at the Read Alliance Annual Benefit, event signage and a full page ad in the event journal.
- Three Corporate Service Days: Employees have the opportunity to work one-to-one with Read Alliance students in the homework help room and observe Read students and teens in action
- Reading Champion Recognition: Recognition on the Read Alliance E-newsletter, distributed to more than 1,200 supporters quarterly; a featured "Supporter Spotlight" story and year-round logo placement on the website
- Social Media Mentions: Recognition will be received through Read Alliance's social media platforms as well as a personalized web-based thank you video from Read Alliance students
- Student Progress Reports: Periodic reports on student progress, photos and letters from teens and students
- Celebrate Student Success: Opportunity to participate in the school's Completion Ceremony

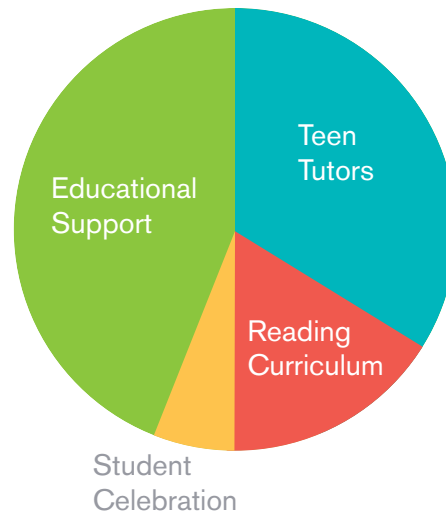


**\$25,000 – Literacy Leader**



As a Literacy Leader, your company has the opportunity to help 18 deserving Kindergarten & first grade students achieve an average of one year's growth in reading through one-to-one tutoring sessions in foundational reading skills. Specifically, the support will help to support program costs including teen tutors, teacher support, curriculum materials and student assessment as well as additional program costs. Support will take place during our School Year (October – May) or Summer Reading Program (July – August).

Here's how your sponsorship support breaks down:



As a Literacy Leader, you will receive the following benefits:

- Event Benefits: 10 tickets and recognition at the Read Alliance Annual Benefit, event signage and a full page ad in the event journal
- Two Corporate Service Days: Employees have the opportunity to work one-to-one with Read Alliance students in the homework help room and observe Read Alliance students and teens in action
- Literacy Leader Recognition: Recognition in the quarterly Read Alliance E-newsletter, distributed to more than 1,200 supporters, as well as logo placement on the Read Alliance website
- Social Media Mentions: Recognition through Read Alliance's social media platforms
- Student Progress Reports: Periodic reports on student progress, photos and letters from teens and students
- Celebrate Student Success: Opportunity to participate in the School's Completion Ceremony

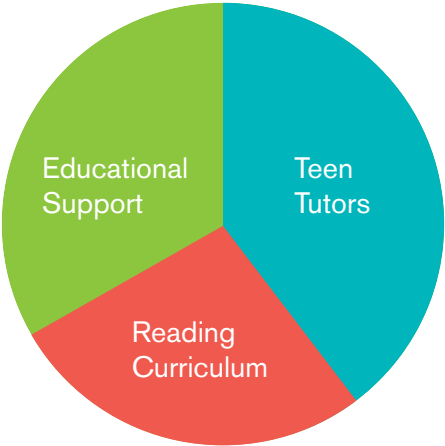


**\$15,000 – Learning Partner**

---

As a Learning Partner, your company has the opportunity to help 10 deserving kindergarten & first grade students achieve an average of one year's growth in reading through one-to-one tutoring sessions in foundational reading skills. Specifically, support will help to support program costs including teen tutors, teacher support and curriculum materials. Support will take place during our School Year (October – May) or Summer Reading Program (July – August).

Here's how your sponsorship support breaks down:



As a Learning Partner, your company will receive the following benefits:

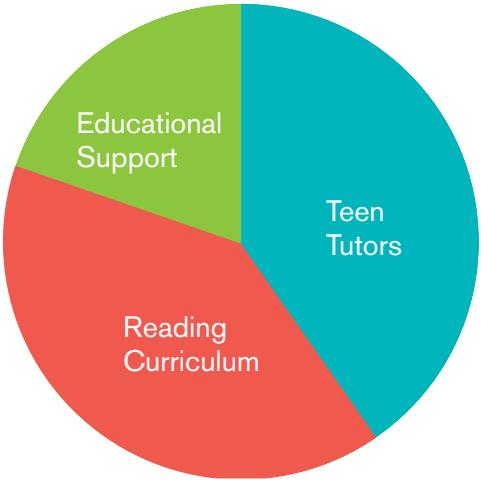
- Event Benefits: 6 tickets to the Read Alliance Annual Benefit, half page event journal ad, and event signage
- One Corporate Service Day: Employees have the opportunity to work one-to-one with Read Alliance students in the homework help room and observe Read Alliance students and teens in action
- Learning Partner Recognition: Recognition in the quarterly Read Alliance E-newsletter, distributed to more than 1,200 supporters, as well as logo placement on the Read Alliance website
- Social Media Mentions: Recognition through Read Alliance's social media platforms
- Student Progress Reports: Periodic reports on student progress, photos and letters from teens and students



**\$10,000 – Student Supporter**

As a Student Supporter, your company has the opportunity to help 7 deserving kindergarten & first grade students achieve an average of one year's growth in reading through one-to-one tutoring sessions in foundational reading skills. Specifically, support will help to support program costs including teen tutors and curriculum materials. Support will take place during our School Year (October – May) or Summer Reading Program (July – August).

Here's how your sponsorship support breaks down:



As a Student Supporter, your company will receive the following benefits:


- Event Benefits: 6 tickets to the Read Alliance Annual Benefit, half page event journal ad, event signage
- One Corporate Service Day: Employees have the opportunity to work one-to-one with Read Alliance students in the homework help room and observe Read Alliance students and teens in action
- Student Supporter Recognition: Recognition in the Read Alliance E-newsletter, distributed to more than 1,200 supporters, as well as logo placement on the Read Alliance website
- Student Progress Reports: Periodic reports on student progress, photos and letters from teens and students



## **\$7,500 – Advocate**

As a Read Alliance Advocate, your company has the opportunity to fund 3 Literacy Libraries at Read Alliance Partner Sites with picture books carefully selected by literacy experts. By helping stock our Literacy Libraries, you have the opportunity to help develop the listening, speaking, writing and creative expression that produces strong readers.

As a Read Alliance Advocate, your company will receive the following benefits:


- Event Benefits: 4 tickets to the Read Alliance Annual Benefit, half page event journal ad, event signage
  - Sponsor Recognition: Recognition on the Read Alliance Website
- 
- A horizontal dotted line at the bottom of the page.

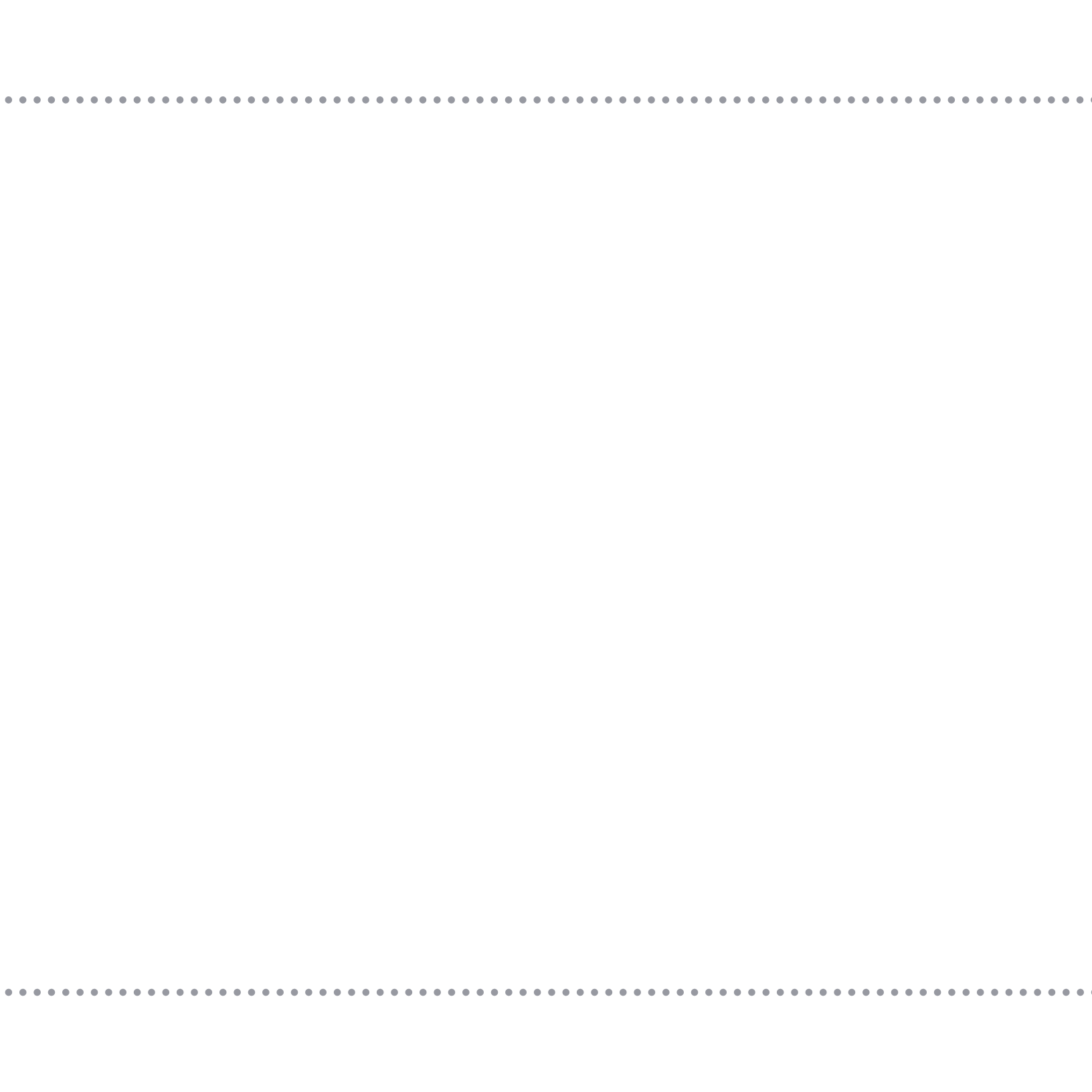


## **\$5,000 – Friend**

As a Read Alliance Friend, your company has the opportunity to help support standout Read Alliance tutors with 5 weeks of hands-on college prep and professional development.

As a Read Alliance Friend, your company will receive the following benefits:

- Event Benefits: 2 tickets to the Read Alliance Annual Benefit, half page event journal ad, event signage
  - Sponsor Recognition: Recognition on the Read Alliance Website
- 
- A horizontal line of small, dark grey dots spanning the width of the page, located at the bottom.







## **Our Mission**

To improve the educational trajectory of at-risk kindergarten and first grade students through one-to-one tutoring in basic reading skills.

---

---

**Thank you for your support.**



READ ALLIANCE

---





READ ALLIANCE

[www.readalliance.org](http://www.readalliance.org)





READ ALLIANCE

## 4<sup>th</sup> Annual Spring Benefit Sponsorship Response Form

### Adopt-a-School Sponsorship Levels

- ☐ **Reading Champion** at \$50,000  
20 tickets, 3 corporate service days, full page journal ad, social media mentions, and recognition from the podium and in all event-related materials
- ☐ **Literacy Leader** at \$25,000  
10 tickets, 2 corporate service days, full page journal ad, social media mentions, and recognition from the podium and in all event-related materials
- ☐ **Learning Partner** at \$15,000  
6 tickets, a corporate service day, half page journal ad, social media mentions, and signage
- ☐ **Student Supporter** at \$10,000  
6 tickets, a corporate service day, half page journal ad and signage
- ☐ **Advocate** at \$7,500  
4 tickets, half page journal ad, and signage
- ☐ **Friend** at \$5,000  
2 tickets, half page journal ad, and signage

### Tickets

- ☐ **Angel Ticket** \$1,500  
2 tickets, name listed in event journal, book donation in your name
- ☐ **Donor Ticket** \$500  
1 ticket and name listed in event journal
- ☐ **Ticket Sponsor** \$250  
I would like to underwrite attendance for a teacher or teen tutor.
- ☐ **Ticket(s)** \$250
- ☐ **I cannot attend**, but I am pleased to make a contribution of \$\_\_\_\_\_.\_\_\_\_\_ to Read Alliance.

### Journal Advertising

- ☐ **Full Page Ad (5 x 8)** \$2,500
- ☐ **Half Page Ad (5 x 3.75)** \$1,250
  - Ad Deadline is April 25<sup>th</sup>, 2012
  - All ads are printed in black and white
  - Please submit as a high-resolution (300dpi) PDF or TIFF file with all fonts and images imbedded
  - Please submit ads and any questions via email to Angela Giacchetti  
agiacchetti@readalliance.org



READ ALLIANCE

### Contact Information

Listing

(As it should appear in event materials)

Name

Title

Company

Address

City State Zip

Phone Fax

Email

### Payment Options

Enclosed is my payment of \$                      
(Please make check payable to Read Alliance)

Please charge my

☐ AmEx ☐ Mastercard ☐ Visa

Card #

Exp. Date Security Code

Signature

☐ I would like you to add 3% of my gift to cover the credit card fee **(all fields are required for proper processing of your credit card)**

Contributions and journal ads are fully tax-deductible to the extent provided by law. The non-tax deductible portion of each ticket is approximately \$95.00.

To make a contribution online, please visit our website at [www.readalliance.org](http://www.readalliance.org).

Please print this form and return via fax to 646.867.6110, or mail to:

Read Alliance

80 Maiden Lane, 11<sup>th</sup> Floor

New York, NY 10038

**Thank you for your generous support!**