

Cape Fear 
Literacy Council

- presents -



2014 GALA

Sat., March 1st - 6:30 pm
at the Wilmington Convention Center

www.cfliteracy.org



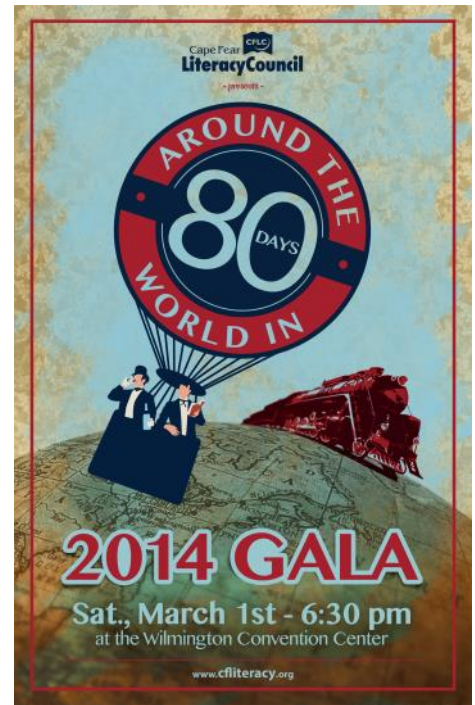
The annual Literacy Gala is the Cape Fear Literacy Council's flagship fundraiser. The 2014 Gala, *Around the World in 80 Days*, will be Saturday, March 1, at the Wilmington Convention Center - an elegant, black-tie event featuring dinner, drinks, live music from the Bibis Ellison Band, vocal and silent auctions, a photo booth and casino-style games. The event is traditionally sold-out and attended by 500+ people.

Why Sponsor a Non-Profit Event?

- ⇒ Increase the visibility of your business
- ⇒ Promote loyalty to your brand
- ⇒ Enhance your brand's differentiation

Note:

- ⇒ 80% of consumers say they would be likely to switch to another brand, of similar price and quality, if that other brand supported a cause.
- ⇒ 19% would be willing to buy a more expensive brand in support of a cause. *(2010 Cone Cause Evolution Study)*



Why Sponsor The Cape Fear Literacy Council?

Your sponsorship dollars will go far.

- ⇒ 100% of your sponsorship dollars stay local.
- ⇒ 80 cents of every dollar donated to CFLC goes directly to programming
- ⇒ Your ROI is 33:1 because for every \$1 donated to literacy programs with volunteer tutors, \$33 are returned to the community *(Proliteracy 2006)*
- ⇒ 75% of consumers think companies should support education. *(2010 Cone Cause Evolution Study)*

Your early commitment as a Gala sponsor will maximize your exposure via these primary outlets:

Broadcast Media: WWAY: 182,500 households; Sunrise stations: 120,000; WHQR: 42,000

Print Media: Wilma magazine: 15,000 at 350 locations; Wilmington Business Journal: 25,000; Livin' Out Loud: 40,000 at 150 locations in 5-county region, targets the 50+ population; StarNews Calendar: 42,000; CFLC newsletter: 5,000 (print and email)

Social Media: CFLC Facebook: 1,600+ followers; connects to Twitter

The 2014 Gala Event: Estimated 500 in attendance

The CFLC mission is to provide individualized literacy services so that adults and their families in the Cape Fear region can meet their goals and develop their potential.

Started in 1970 and incorporated as a 501(c)(3) nonprofit in 1985, the Cape Fear Literacy Council has become a bedrock service provider for the Cape Fear Region. We teach basic reading, writing, math, English language and computer skills to adults. Nearly 40% of New Hanover County adults read below a level needed to complete medical forms, mortgage applications, job applications and bedtime stories. Evidence shows that participation in adult literacy programs can lead to more productive employees, lower healthcare costs, higher H.S. graduation rates, increased employment and less criminal activity. *(Proliteracy 2003)*

With your help, the Cape Fear Literacy Council can reach more, teach more and strengthen our community.

CAPE FEAR LITERACY COUNCIL'S Literacy Gala 2014

SPONSOR LEVELS & BENEFITS



Platinum Sponsor \$5,000

Event & External Media

- Media recognition as Gala sponsor to include television, radio and print media
- Logo/recognition on save the date announcement, invitation, program and event signage for Gala
- Full page color ad in Gala program
- Special recognition from the stage at Gala
- 2 Gala tables with premier seating
- Bottle of Champagne at each Gala table

CFLC Media/Social Media

- Recognition in the Literacy Council newsletter, *Challenger* (5,000 subscribers) for one issue
- Name and live link on the Literacy Council website during event promotion period
- Mentions through Literacy Council social media: Facebook, Twitter and LinkedIn
- Recognition on CFLC 17th Street sign during Event promotion

Sponsor's Commitment

- *\$5,000 Platinum Level Sponsorship commitment (January 31, 2014)*
- *Promote the partnership internally to employees, associates and partners*

Casino Sponsor \$3,000 (1 available)

Event & External Media

- Media recognition as Gala sponsor to include television, radio and print media
- Logo/recognition on program and event signage for Gala
- Prominent signage in Casino area
- Half- page black and white ad in Gala program
- Special recognition from the stage at Gala
- 1 Gala table with premier seating
- Bottle of Champagne at Gala table

CFLC Media/Social Media

- Recognition in the Literacy Council newsletter, *Challenger* (5,000 subscribers) for one issue
- Name and live link on the Literacy Council website during event promotion period
- Mentions through Literacy Council social media: Facebook, Twitter and LinkedIn
- Recognition on CFLC 17th Street sign during Event promotion

Sponsor's Commitment

- *\$3,000 Casino Sponsorship commitment (paid by January 31, 2014)*
- *Promote the partnership internally to employees, associates and partners*

www.cfliteracy.org
1012 S. 17th Street ~ Wilmington, NC 28401
Phone: 910.251.0911 ~ Fax: 910.251.9095
Email: info@cfliteracy.org

CAPE FEAR LITERACY COUNCIL'S Literacy Gala 2014

SPONSOR LEVELS & BENEFITS



Gold Sponsor \$2,500

Event & External Media

- Media recognition as Gala sponsor to include television, radio and print media
- Logo/recognition on program and event signage for Gala
- Quarter-page black and white ad in Gala program
- Special recognition from the stage at Gala
- 1 Gala table

CFLC Media/Social Media

- Recognition in the Literacy Council newsletter, *Challenger* (5,000 subscribers) for one issue
- Name and live link on the Literacy Council website during event promotion period
- Mentions through Literacy Council social media: Facebook, Twitter and LinkedIn
- Recognition on CFLC 17th Street sign during Event promotion

Sponsor's Commitment

- \$2,500 Gold Level Sponsorship commitment (paid by January 31, 2014)
- Promote the partnership internally to employees, associates and partners

Souvenir Photo Booth Sponsor \$2,000 (1 available)

Event & External Media

- Your company's name and logo on every six-shoot photo strip, along with event name and date, produced by the very popular photo booth – a great take-home item
- Logo/recognition on program and event signage for Gala
- Quarter-page ad in Gala program
- 4 Gala tickets

CFLC Media/Social Media

- Recognition in the Literacy Council newsletter, *Challenger* (5,000 subscribers) for one issue
- Name and live link on the Literacy Council website during event promotion period
- Mentions through Literacy Council social media: Facebook, Twitter and LinkedIn

Sponsor's Commitment

- \$2,000 Photo booth Sponsorship commitment (paid by January 31, 2014)
- Promote the partnership internally to employees, associates and partners

CAPE FEAR LITERACY COUNCIL'S Literacy Gala 2014

SPONSOR LEVELS & BENEFITS



Silver Sponsor - \$1,000

Event & External Media

- Media recognition as Gala sponsor to include television, radio and print media
- Logo/recognition on program and event signage at Gala
- Business card sized black and white ad in Gala program
- 4 Gala tickets

CFLC Media/Social Media

- Recognition in the Literacy Council newsletter, *Challenger* (5,000 subscribers) for one issue
- Name and live link on the Literacy Council website during event promotion period
- Mentions through Literacy Council social media: Facebook, Twitter and LinkedIn
- One-time recognition on CFLC 17th Street sign during Event promotion

Sponsor's Commitment

- *\$1,000 Silver Level Sponsorship commitment (paid by January 31, 2014)*
- *Promote the partnership internally to employees, associates and partners*

Bronze Sponsor \$500

Event & External Media

- Printed recognition on program and event signage at Gala
- 2 Gala tickets

CFLC Media/Social Media

- Recognition in the Literacy Council newsletter, *Challenger* (5,000 subscribers) for one issue
- Name on the Literacy Council website during event promotion period
- Mentions through Literacy Council social media: Facebook, Twitter and LinkedIn

Sponsor's Commitment

- *\$500 Bronze Level Sponsorship commitment (paid by January 31, 2014)*
- *Promote the partnership internally to employees, associates and partners*

2014 Gala Program Ads

\$500 – full page - 3-1/2" x 10"

\$250 – half page - 3-1/2" x 5"

\$150 – business card

Reserved tables of ten guests: \$1250

Individual tickets: \$125

2014 LITERACY GALA
Saturday, March 1, 2014 – 6:30 PM
The Wilmington Convention Center

SPONSORSHIP, PROGRAM AD, TICKET & DONATION OPPORTUNITIES

- | | |
|---|---------|
| <input type="checkbox"/> Platinum | \$5,000 |
| <input type="checkbox"/> Casino | \$3,000 |
| <input type="checkbox"/> Gold | \$2,500 |
| <input type="checkbox"/> Souvenir Photo Booth | \$2,000 |
| <input type="checkbox"/> Silver | \$1,000 |
| <input type="checkbox"/> Bronze | \$500 |
| <input type="checkbox"/> Event Program Ad | \$_____ |
| <input type="checkbox"/> Reserved Table of 10 | \$1,250 |
| <input type="checkbox"/> Individual Ticket | \$125 |
| <input type="checkbox"/> Donation | \$_____ |
| Total Amount: \$_____ | |

Contact Person: _____
Title: _____
Company/Organization: _____
Address: _____
Telephone: _____ Fax: _____
E-mail: _____

PAYMENT OPTIONS: Written commitment is due by January 31, 2014.

Cape Fear Literacy Council will be happy to work with sponsors on special payment arrangements (i.e., invoice after start of corporate fiscal year, monthly payment plans). Please call CFLC at (910) 251-0911 for more details.

- Please invoice us at above address.**
- Payment enclosed.**
(Please make checks payable to Cape Fear Literacy Council)
- Credit Card Payment: MasterCard** **VISA** **Discover**

Name on credit card: _____
Card # _____ **Expiration Date:** _____
Phone Number of card holder: _____
Address if different from above: _____
Signature: _____

**Please fax this letter of intent to (910) 251-9095, mail to the address listed below,
or scan and email to info@cfliteracy.org.
1012 S. 17th Street Wilmington, NC 28401
Phone: 910.251.0911 Fax: 910.251.9095**

The Literacy Council is a 501 (c) (3) organization, International Revenue Code ID 58-1613254, State License SL001439. Keep this letter and any contribution receipts. Your contribution may make you eligible for a N.C. tax credit if you don't itemize on your federal tax form. Please check with your accountant. Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 1-888-830-4989. The license is not an endorsement from the State.