



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.

To learn more - please contact us at (910) 251-0911 or visit www.cfliteracy.org

Just a reminder:

The state requires that not-for-profit organizations tell you that: "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 by the State." As always, our license and all our records are open for you inspection here, at any time, just by calling the office at (910) 251-0911.

LIC# SL001439

We are grateful for your continuing help in the fight against illiteracy in our community.

A Legacy of Literacy

...Turning the Page to our Next Chapter

30 Years

A Day-Long Celebration!
June 5th • Union Station
 Literacy Luncheon: 11:30-1pm
 Evening Celebration: 6-9pm

Cape Fear **CFLC**
Literacy Council
www.CFLiteracy.org
 910-251-0911

Sponsorship Packet



Your commitment as a Legacy of Literacy Celebration sponsor

will maximize your exposure via these primary outlets:

Broadcast Media: Sunrise Broadcasting 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;
- ◆ CFLC newsletter: 5,000 (print and email)

Social Media: CFLC Facebook + Twitter: 1,850+ combined followers

The 2014 Legacy of Literacy Celebration: Estimated 500 in attendance

Why Sponsor a Non-Profit Event?

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

Source: 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
- ⇒ 75% of consumers think companies should support education.

Sources: 2010 Cone Cause Evolution Study, 2006 ProLiteracy Annual Report

	Premier Presenting Sponsor \$5,000	Literacy Leader Sponsor \$3,000	Literacy Partner Sponsor \$1,000	Literacy Host Sponsor \$300	Literacy Friend Sponsor \$200
Named as Premier Presenting Sponsor of A Legacy of Literacy Day in all event materials and advertising	X				
Opportunity to speak at both Luncheon AND Evening Celebration	X				
Opportunity to be a part of radio promotion for Literacy Day event	X				
Full-page ad in event program	X				
Logo/recognition on announcements, invitations, and event signage for both events		X			
Opportunity to place corporate item at Luncheon table (subject to CFLC approval)	X	X			
One table of 8 at Luncheon AND entry for 8 to Evening Celebration	X	X			
Recognition in event advertising	X	X			
Named table signage at Luncheon table	X	X	X		
Name, logo and link on website	X	X	X		
CFLC Facebook recognition	X	X	X		
Recognition from the events stage	X	X	X		
Thanked in CFLC newsletter	X	X	X		
Thanked in CFLC newsletter	X	X	X		
Table of 8 at Luncheon OR entry for 8 to Evening Celebration	X	X	X	X	
Recognition on event video screens during both events	X	X	X	X	X
Listed in event program	X	X	X	X	X

Literacy Host Sponsor

\$300

- ◆ Table of 8 at Luncheon OR entry for 8 to Evening Celebration
- ◆ Recognition on event video screens during both events
- ◆ Listed in event program

Literacy Friend Sponsor

\$200

- ◆ Recognition on event video screens during both events
- ◆ Listed in event program

Individual Tickets

- ◆ Literacy Luncheon Ticket = *\$50.00*
- ◆ Evening Celebration Ticket = *\$75.00*



Premier Presenting Sponsor

\$5,000

(Only 1 Sponsorship Available)

- ◆ Named as Premier Presenting Sponsor of **A Legacy of Literacy Day** in all event materials and advertising
- ◆ Opportunity to speak at both Luncheon AND Evening Celebration
- ◆ Opportunity to be a part of radio promotion for **Literacy Day** event
- ◆ Full-page ad in event program
- ◆ Logo/recognition on announcements, invitations, and event signage for both events
- ◆ Opportunity to place corporate item at Luncheon table (subject to CFLC approval)
- ◆ One table of 8 at Luncheon AND entry for 8 to Evening Celebration
- ◆ Recognition in event advertising. Print media advertising subject to deadlines.
- ◆ Named table signage at Luncheon table
- ◆ Name, logo and link on website
- ◆ CFLC Facebook recognition
- ◆ Recognition from the events stage
- ◆ Thanked in CFLC newsletter
- ◆ Recognition on event video screens during both events
- ◆ Listed in event program

Literacy Leader Sponsor

\$3,000

- ◆ Logo/recognition on announcements, invitations, and event signage for both events
- ◆ Opportunity to place corporate item at Luncheon table (subject to CFLC approval)
- ◆ One table of 8 at Luncheon AND entry for 8 to Evening Celebration
- ◆ Recognition in event advertising. Print media advertising subject to deadlines.
- ◆ Named table signage at Luncheon table
- ◆ Name, logo and link on website
- ◆ CFLC Facebook recognition
- ◆ Recognition from the events stage
- ◆ Thanked in CFLC newsletter
- ◆ Recognition on event video screens during both events
- ◆ Listed in event program

Literacy Partner Sponsor

\$1,000

- ◆ Recognition in event advertising. Print media advertising subject to deadlines.
- ◆ Named table signage at Luncheon table
- ◆ Name, logo and link on website
- ◆ CFLC Facebook recognition
- ◆ Recognition from the events stage
- ◆ Thanked in CFLC newsletter
- ◆ Recognition on event video screens during both events
- ◆ Listed in event program
- ◆ Table of 8 at Luncheon OR entry for 8 to Evening Celebration