

Become an Event Sponsor

Craven Literacy Council - Our Story and Mission

Craven Literacy Council is a nationally accredited volunteer-based provider of adult literacy instruction. Since 1986, CLC has been changing lives of families in Craven, Jones, and Pamlico counties by providing adults with a place to establish and enhance basic reading, writing, math, and technology skills. CLC delivers instruction through one-on-one tutoring and small group classes. Our programs offer flexible scheduling and individualized learning plans tailored to the goals of each learner.

Craven Literacy Council's mission is building literacy skills to empower adults and improve lives.

What Craven Literacy Council Does

- Provides free one-on-one and small-group literacy instruction
- Creates an individualized curriculum based on each student's abilities and goals
- Prepares volunteer tutors to work with adults who want to further develop their literacy skills
- Provides continuing education to tutors and students through mentoring, training and computer labs
- Increases public awareness of literacy through community events

Why Literacy Matters

When individuals the world over learn how to read, write, do basic math and use computers, they are more likely to lift themselves out of poverty, contribute to lower health care costs, and find and keep sustainable employment. Educated mothers have been shown to be more likely to send their children to school. It has been widely reported that a mother's level of reading skill is the greatest determinant of her child's academic success.

Our Students' Stories

- Leonard is one of 19,000 adults in our area who cannot read well enough to fill out a job application or read a prescription label to safely administer medicine to himself or his family.
- Ba is one of over 300 refugees in our community who lacks the English communication and Civics skills needed to become a U.S. Citizen.
- Carl is one of dozens of employed adults who lacks the computer skills needed to receive a well-deserved promotion.
- Rebecca is one of hundreds of adults in our area who lacks the basic literacy skills to obtain a High School Equivalency Diploma and is struggling to earn a life sustaining wage.

All proceeds benefit Craven Literacy Council, a nonprofit 501(c)(3) tax exempt charitable organization dedicated to teaching adults to read. Tax ID 58-1728807





The Gift of Literacy

Event Date: November 15, 2017 Sponsorship Deadline: October 13, 2017

The Gift of Literacy is an annual fundraising appeal of the Craven Literacy Council timed to coincide with the holiday season. This mailing will be delivered to over 1000 residents in our community. The recipients are encouraged to consider an alternative to giving conventional Holiday gifts. For a minimum donation of \$25.00, CLC will send a special Holiday card to individuals or families announcing that a Gift of Literacy has been given to Craven Literacy Council in their honor.

Title Sponsor - \$1,000.00

Name and logo on front of letter to more than 1000 homes on mailing list
"Your Name" Presents - The Gift of Literacy
Name and logo on letterhead of donor thank you letters
Logo and link on CLC's website homepage for one year
Name and logo in thank you ad in Sun Journal
Social media recognition on Facebook and Twitter

Gold Sponsor - \$500.00

Name and logo on letter as a sponsor to over 1000 homes on mailing list
Name and logo on letterhead of donor thank you letters
Logo and link on CLC's website homepage for six months
Name and logo in thank you ad in Sun Journal
Social media recognition on Facebook and Twitter

Silver Sponsor - \$250.00

Name and logo on letter as a sponsor to over 1000 homes on mailing list
Name and logo on letterhead of donor thank you letters
Logo and link on CLC's website homepage for three months
Name and logo in thank you ad in Sun Journal
Social media recognition on Facebook and Twitter

Bronze Sponsor - \$100.00

Name and logo on letter as a sponsor to over 1000 homes on mailing list
Name and logo on letterhead of donor thank you letters
Logo and link on CLC's website homepage for one month
Name and logo in thank you ad in Sun Journal
Social media recognition on Facebook and Twitter



Thank You for Supporting Craven Literacy Council

DADDY DAUGHTER SWEETHEART BALL *Event Date: February 2, 2018*



Title Sponsorship Deadline: December 14, 2017

All Sponsors Due: January 3, 2018

The Daddy Daughter Sweetheart Ball is an annual fundraising event for the Craven Literacy Council. Dads treat their daughters to a fun night of dancing, dinner and fond memories. The Ball is open to all girls in grades five and under and their fathers (or father figures). Tickets are \$75 per father/daughter couple with tickets for additional “daughters” at \$25. The ticket price includes a child-adult friendly dinner, DJ music and dancing, a corsage, tiara, and souvenir photograph. Dads and daughters will make memories to last a lifetime.

Title Sponsor - \$1,500.00

(Committed by Dec. 14, 2017)

Reserved table of 8 seats
Name and logo on invitation and all event marketing materials
Media recognition as sponsor for the 2017 Daddy Daughter Dance
Opportunity for organization’s representative to speak at event
Banner with logo placed in front of room at event
Full page ad in program
Logo and link on CLC’s website homepage for one year
Opportunity to display company materials on sponsor table at event
Social media recognition on Facebook and Twitter

Gold Sponsor - \$1000.00

Six seats at the event
Name and logo on all event marketing materials*
Half page ad in program
Logo and link on CLC’s website homepage for 6 months
Opportunity to display company materials on sponsor table at event
Social media recognition on Facebook and Twitter

Silver Sponsor - \$500.00

Four seats at the event
Name and logo on all event marketing materials*
Quarter page ad in program
Logo and link on CLC’s website homepage for 3 months
Opportunity to display company materials on sponsor table at event
Social media recognition on Facebook and Twitter

Bronze Sponsor - \$250.00

Two seats at the event
Name and logo on all event marketing materials*
Name and logo in program
Logo and link on CLC’s website homepage for 1 month
Social media recognition on Facebook and Twitter

Literacy Friend - \$100.00

Name listed in program under *Literacy Friends*
Name listed on website as *Literacy Friend* for 1 month
Name listed on Facebook and Twitter under “Thank You Literacy Friends”

**Sponsorships are welcome at any time leading up to the event, but must be committed by January 3, 2017 in order for us to guarantee inclusion in ALL pre-event publicity and marketing materials.*



Thank You for Supporting Craven Literacy Council

THE STAY-AT-HOME TEA



Event Date: April 11, 2018 Sponsorship Deadline: March 8, 2018

The Stay-At-Home is an annual fundraising event of Craven Literacy Council. This mailing will be delivered to over 1000 residents in our community. Recipients are encouraged to enjoy a cup of tea with the enclosed tea bag, read a good book and reflect on the individuals in our community who do not have the basic literacy skills to do the same. Recipients are then encouraged to donate to Craven Literacy Council and invest in the lives of the students we serve.

Title Sponsor - \$1,000.00

Name and logo on front of invitation to 1000 homes on mailing list
"Your Name" Presents - The Gift of Literacy
Name and logo on letterhead of donor thank you letters
Logo and link on CLC's website homepage for one year
Name and logo in thank you ad in Sun Journal
Social media recognition on Facebook and Twitter

Gold Sponsor - \$500.00

Name and logo on invitation as a sponsor to 1000 homes on mailing list
Name and logo on letterhead of donor thank you letters
Logo and link on CLC's website homepage for six months
Name and logo in thank you ad in Sun Journal
Social media recognition on Facebook and Twitter

Silver Sponsor - \$250.00

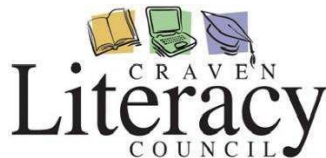
Name and logo on invitation as a sponsor to 1000 homes on mailing list
Name and logo on letterhead of donor thank you letters
Logo and link on CLC's website homepage for three months
Name and logo in thank you ad in Sun Journal
Social media recognition on Facebook and Twitter

Bronze Sponsor - \$100.00

Name and logo on invitation as a sponsor to 1000 homes on mailing list
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Thank You for Supporting Craven Literacy Council



Become an Event Sponsor

Thank You for Supporting Craven Literacy Council Events

<u>EVENT</u>	<u>TITLE SPONSOR DEADLINE</u>	<u>ALL SPONSORSHIPS DEADLINE</u>	<u>DATE OF EVENT</u>
Gift of Literacy		October 13, 2017	November 15, 2017
Daddy Daughter Ball	December 14, 2017	January 3, 2018	February 2, 2018
Stay at Home Tea		March 8, 2018	April 11, 2018
Trivia Night	TBD	TBD	TBD

Please complete the below information and return to solicitor or mail to
Craven Literacy Council, 2507-A Neuse Blvd., New Bern, NC 28562

Event Sponsoring: Gift of Literacy Daddy Daughter Stay at Home Tea Trivia Night

Name of Sponsor: _____

Print Information Exactly As It Is To Appear on Event Publications

Address: _____

Phone: _____ Contact Name: _____

E-mail: _____ Website: _____

Will you provide logo for publications? Yes _____ No _____

Level of Sponsorship: Title _____ Gold _____ Silver _____ Bronze _____ Friend _____

Payment Enclosed: Yes _____ No _____ Check Number: _____

Solicitor: _____

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