

# New Haven READS Spelling Bee

## About Us

New Haven Reads (NHR) is dedicated to building a city of readers by providing a variety of critical literacy services to the Greater New Haven area. Our largest program is our after school, one-on-one tutoring for children who struggle with reading. We also offer a Pre-K and Kindergarten program, summer programs, and a community Book Bank. All programs are free of charge.

## Our Spelling Bee

**Our 5<sup>th</sup> annual Spelling Bee will take place on Friday, October 21, 2016 at 7 pm.** Our overarching goal is to raise funds to support our literacy programs. This event could not take place without the support of

## The Structure of the Bee

The Spelling Bee is for adult teams of three who compete in “swarms” or initial rounds of six or seven teams. Teams work together to spell each word writing the word on a whiteboard and holding it up for the judges to approve. The last team standing in each “swarm” goes on to compete in a final round. Winners receive a trophy and the glory of being the NHR Spelling Bee Champs!



Teams have an opportunity to create a team name and to dress up. We also offer a cash bar, food, and dessert bar in the foyer area. We have two emcees to run the show. A word pronouncer presents the words to spell and three judges and a timekeeper oversee the Bee. The Bee typically lasts for two hours.

## About the Teams

Teams tend to be comprised of professionals who work in and around the New Haven area. The event is aimed at adults and all of the event sponsors receive a team entry as part of their sponsorship. You will read more about the details of sponsorship in the following pages. Should a sponsor choose to waive the chance to participate, the spot will be given to a community team and the sponsor will be credited in the program. Sponsors are informed about who will represent them. Our goal is to have over 42 teams in total, comprising over 100 Bee participants.

## Join in on the fun!

The Spelling Bee is open to the public and all are welcome. Teams are encouraged to bring along friends, family, and coworkers to cheer them on! We expect to have over 350 people in attendance. We also offer a free audience participation spelling competition for the audience to play. The event is fun-filled and an excellent advertising opportunity via the event program, signage, and tote bag, not to mention pre-event exposure on our website, social media, and in traditional media. We hope you will join us!

**Please join us in this fun-filled event to benefit children in our community!**





## SPONSORSHIP MENU

### **Platinum Sponsorship \$5,000 (“Bee”FF)**

#### CORE ELEMENTS:

Headline sponsor for The New Haven Reads Spelling Bee, with the most prominent corporate logo representation built into every marketing/communication piece that goes out prior to the event and on all signage and attendee materials at the event. Also included:

- Most prominent logo on tote bags
- Opportunity to speak on stage during the event and present prizes to winners on stage at the event
- Recognition announcement by Emcee at the event
- Full page program advertisement (dimensions: 8.5” H x 5.5” W)
- Two team entries for six people total (\$450 value)
- Prominent recognition on website/social media, incl. your corporate logo and biography
- There will be no more than one Platinum sponsor per event

### **Gold Sponsorship \$2,500 (“Bee”lievers)**

#### CORE ELEMENTS:

- Logo on all event materials, web page, social media, and tote bags
- Recognition announcement by Emcee at the event
- Full page program advertisement (dimensions 8.5” H x 5.5” W)
- One team entry for three people total (\$225 value)

### **Silver Sponsorship \$1,500 (Bee’s Knees)**

#### CORE ELEMENTS:

- Logo on all event materials, web page, social media, and tote bags
- Recognition announcement by Emcee at the event
- Half page program advertisement (dimensions 4.25” H x 5.5” W)
- One team entry for three people total (\$225 value)

### **Bronze Sponsorship \$750 (Bee Keepers)**

#### CORE ELEMENTS:

- Logo on web page, social media, and tote bags
- Recognition announcement by Emcee at the event
- Quarter page program advertisement (dimensions 2.12” H x 5.5” W)
- One team entry for three people total (\$225 value)



We are open to ideas for helping you promote your brand and company at the Spelling Bee. Please contact Fiona at [spellingbee@newhavenreads.org](mailto:spellingbee@newhavenreads.org) to discuss customized options.



5<sup>th</sup> Annual Spelling Bee  
Friday, October 21, 2016 | 7:00 PM  
Evans Hall, Yale School of Management,  
165 Whitney Avenue, New Haven

## How Your Business Can Support the Spelling Bee

### “BEE” A SPONSOR

With a range of sponsorship levels from \$750 to \$5,000 – we have a package to suit your budget and your marketing goals. Each sponsorship package includes a team in the event and an advertisement in the program. See our separate Sponsorship Menu for further details.

### ADVERTISE IN THE PROGRAM

*All ads will be printed in black and white.*

- Full page (dimensions: 8.5” H x 5.5” W) \$500
- ½ page (dimensions: 4.25” H x 5.5” W) \$250
- ¼ page (dimensions: 2.12” H x 5.5” W) \$150

### SPONSOR A TEAM

*includes a ¼ page program ad & recognition*

- Sponsor a Community Team or send a team from your company or organization - \$225
- Hold an internal spelling bee to choose your NHR Spelling Bee team!

### DONATE AN IN-KIND ITEM FOR OUR PRIZES OR FREE DRAWINGS FOR THE AUDIENCE

- You will receive recognition in the program

### SPREAD THE WORD!

- Connect to New Haven Reads via social media and share our “Spelling Bee Word of the Day” starting in October and other Spelling Bee information.
- Hold an internal Spelling Bee to choose your Spelling Bee team!

We are open to ideas for helping you promote your brand and company at the New Haven Reads Spelling Bee.

Please contact Fiona at [spellingbee@newhavenreads.org](mailto:spellingbee@newhavenreads.org) to discuss customized options

Please send artwork to  
[spellingbee@newhavenreads.org](mailto:spellingbee@newhavenreads.org)  
by September 23, 2016.

Please fill in Program Ad Response form &  
mail payment by September 23, 2016 to:  
*New Haven Reads  
Attn. Spelling Bee  
45 Bristol Street  
New Haven, CT 06511*



Friday, October 21, 2016 | 7-9 PM  
Evans Hall, Yale School of Management  
165 Whitney Ave, New Haven

## SPONSORSHIP FORM

“BEE” PART OF THE FUN!

We would be pleased to sponsor the New Haven Reads Spelling Bee at this level:

- |   |   |
|---|---|
| <input type="checkbox"/> Platinum (“Bee”FF) - \$5,000   | <input type="checkbox"/> Sponsor a team + ¼ Page Ad - \$225 |
| <input type="checkbox"/> Gold (“Bee”lievers) - \$2,500  | <input type="checkbox"/> Program Ad (Full Page) - \$500     |
| <input type="checkbox"/> Silver (Bee’s Knees) - \$1,500 | <input type="checkbox"/> Program Ad (½ Page) - \$250        |
| <input type="checkbox"/> Bronze (Bee Keepers) - \$750   | <input type="checkbox"/> Program Ad (¼ Page) - \$150        |

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

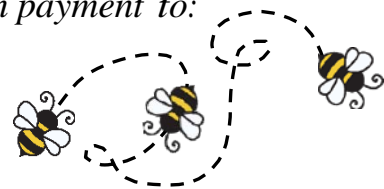
E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Team Contact (if Sponsor): \_\_\_\_\_

*Please complete this form and submit with payment to:*

New Haven Reads  
Attn: Spelling Bee  
45 Bristol Street  
New Haven, CT  
06511



Please submit form with payment by September 23, 2016 to ensure recognition in the program booklet.

Thank you for your support!



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

[@NewHavenReads](https://twitter.com/NewHavenReads)



[spellingbee@newhavenreads.org](mailto:spellingbee@newhavenreads.org)

[www.facebook.com/NewHavenReads](https://www.facebook.com/NewHavenReads)