

CELEBRATING 20 YEARS OF NEW HAVEN READS



“One for the Books”
April 26, 2023

Bear's Smokehouse BBQ,
New Haven
5:30 PM to 8 PM



Support "One for the Books" as an Event Sponsor!

We look forward to a fun evening welcoming over 200 guests and we will engage our whole network of thousands in the event build-up and advertisement.

Why become a sponsor?

- To engage with highly educated individuals from Greater New Haven and the Shoreline in an intimate setting.
- Be recognized across multiple media channels as a supporter of literacy education. NHR supporters are passionate about education and literacy.
- We expect to receive solid local press coverage for this event.
- Your brand will reach supporters and attendees via multiple channels.

Elements for sponsors at all levels

- ✓ Company bio, logo and link on the NHR website (~1,600 visitors monthly)
- ✓ Logo on all event marketing emails (email marketing list is ~6,000 addresses)
- ✓ Dedicated social media shout outs
Reach: 3.6k+ Facebook, 1.6k+ Instagram, 700+ Twitter.
- ✓ Ad / logo in printed and digital program
- ✓ Event tickets
- ✓ Business name on event banner
- ✓ Sponsor materials available at event

Sponsor Level	Presenting sponsor for this event AND 2023 Spelling Bee	Event shout out	Name and Logo in event video	Full page ad	Sponsor branding in centerpiece	Take-home ad materials	Logo AND bio on Thank You	Half page ad	Marketing on webpage/ emails	# of Tickets	Social Media Post(s) per channel	Branding on event banner
\$20,000	✓	✓	✓	✓	✓	✓	✓		✓	10	3	✓
\$10,000				✓	✓	✓	✓		✓	6	2	✓
\$5,000						✓	✓	✓	✓	4	1	✓
\$2,500							✓	✓	✓	2	1	✓
\$1,000									✓	2	1	✓

SPONSORSHIP MENU

PRESENTING SPONSORSHIP: LITERACY CHAMPION \$20,000

- o **Sole Presenting Sponsor for anniversary event and the 2023 Spelling Bee**
- o Guest email at registration highlighting the presenting sponsor – including the logo and quick links to like or follow the sponsor’s social media/visit the website
- o Sponsor name, logo and links on the event webpage, on all event emails, and on event video
- o 3 Dedicated social media posts per channel
- o Full page ad - Presented by "___" will appear on the print and digital program cover
- o Logo and bio on "Thank You" page
- o Ten tickets for the event including food and drink tickets, reserved and branded table for your group
- o Incorporate presenting sponsor branding into the event including the event banner **and** centerpiece
- o Event "shout out" thank you as the presenting sponsor
- o Your name and logo on our event video
- o Take home ad materials given to attendees

LITERACY HERO \$10,000

- o Presence in all event marketing
- o Prominent presence on social media related to the event
- o Sponsor name, logo and links on the event webpage and on all event email marketing
- o 2 Dedicated social media posts per channel
- o Full page color ad - (dimensions: 8.5" H x 5.5" W)
- o Logo and bio on "Thank You" page
- o Six tickets for the event including food and drink tickets, reserved and branded table for your group
- o Incorporate sponsor branding into the event including the event banner **and** table centerpieces
- o Take home ad materials given to attendees

LITERACY PARTNER: \$5,000

- o Sponsor name, logo and links on the event webpage and on all event email marketing
- o Prominent presence on social media related to the event
- o 1 dedicated social media post per channel
- o Half page color ad - (dimensions 4.25" H x 5.5" W)
- o Logo and bio on "Thank You" page
- o Four tickets for the event including food and drink tickets, reserved and branded table for your group
- o Incorporate sponsor branding into the event including the event banner
- o Take home ad materials given to attendees

LITERACY SUPPORTER: \$2,500

- o Sponsor name, logo and links on the event webpage and on all event email marketing
- o Presence on social media related to the event
- o 1 Dedicated social media post per channel
- o Half page color ad - (dimensions 4.25" H x 5.5" W)
- o Logo and bio on "Thank You" page
- o Two tickets for the event including food and drink tickets
- o Incorporate sponsor branding into the event including the event banner

LITERACY ADVOCATE: \$1,000

- o Sponsor name, logo and links on the event webpage and on all event email marketing
- o 1 Dedicated social media post per channel
- o Logo and 1 sentence bio on page with other Literacy Advocate sponsors
- o Logo on "Thank You" page
- o Two tickets for the event including food and drink tickets
- o Incorporate sponsor branding into the event including the event banner



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Wednesday, April 26, 2023

5:30 PM to 8 PM

Bear's Smokehouse Barbecue

470 James St, New Haven

SPONSORSHIP FORM

**We would be pleased to sponsor the
New Haven Reads 20th Anniversary Event at this level:**

- Presenting Sponsor - Literacy Champion: \$20,000
- Literacy Hero: \$10,000
- Literacy Partner: \$5,000
- Literacy Supporter: \$2,500
- Literacy Advocate: \$1,000

Company: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

What name would you like to be recognized by? _____

**For further questions, please contact Lizz Ladd at
lizz@newhavenreads.org**

**Please send your company logo, bio, and program ad to lizz@newhavenreads.org
by March 24th. Thank you for your support!**