



11th Annual Spelling Bee
Friday, October 20th, 2023 | 7:00pm
Yale School of Management
165 Whitney Avenue, New Haven

About Us

New Haven Reads is dedicated to building a city of readers by providing critical literacy services to children in Greater New Haven. Our largest program is our after school, one-on-one tutoring for children reading below grade level. All programs are free of charge.



Our Spelling Bee

Our 11th annual Spelling Bee take place on Friday, October 20th, 2023 at 7pm. Proceeds will support our critical literacy programs.

Structure of the Bee

The Spelling Bee is for adult teams of three who compete in “swarms” or initial rounds of seven teams. Teams work together on stage to spell each word writing the word and displaying it for the judges to approve. Our audience cheers the teams along. The last team standing in each “swarm” competes in the final. 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. The Emcee runs the show. A Word Master presents the words and three judges and a timekeeper oversee the Bee. The Bee typically lasts for two hours.



About our Teams

The Bee is aimed at adults from the Greater New Haven area. 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.



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 375 people in attendance. The event is an excellent advertising opportunity via the event program, signage, and tote bag, not to mention pre-event exposure on our website and social media.

Sponsorship Menu

Platinum Sponsorship \$5,000 ("Bee"FF)

CORE ELEMENTS

Headline sponsorship 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
- 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 (\$600 value)
- Prominent recognition on website/social media, incl. your corporate logo and biography

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 (\$300 value)

Gold Sponsorship \$2,500 ("Bee"ievers)

CORE ELEMENTS

- Logo on all event materials, web page, social media, and tote bags
- Recognition announcement by Emcee at event
- Full page program advertisement (dimensions 8.5"H x 5.5"W)
- One team entry for three people total (\$300 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 (\$300 value)



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 1/2 page program ad & recognition

- Sponsor a Community Team or send a team from your company or organization - \$300
- Hold an internal spelling bee to choose your NHR Spelling Bee team!

Please send artwork to amanda@newhavenreads.org by October 6, 2023.

You can make your payment online or mail your check to:
New Haven Reads
Attn. Spelling Bee
45 Bristol Street
New Haven, CT 06511

Spread the Word

- Connect to New Haven Reads via social media and share Spelling Bee information.

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