

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.

Join us!

Our 12th annual Spelling Bee will take place on Friday, October 25th, 2024 at 7pm. Proceeds will support our critical literacy programs.

How does the Bee work?

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’ approval. 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 create a team name and dress in costume. We also offer a cash bar, food, and dessert in the foyer. The Emcee runs the show. A Word Guru 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.

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.

Everyone is welcome to join the fun!

We expect **over 375 people** to attend.

The Spelling Bee is **open to the public**.

Teams are encouraged to bring along friends, family, and coworkers to cheer them on!

The Bee 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.

We hope you will join us!

Please support this fun-filled event to benefit children in our community!



SPONSORSHIP MENU

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

Headline sponsorship for Spelling Bee

- the most prominent corporate logo representation on event marketing materials

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)
- 2 team entries for six people total (\$600 value)
- Prominent recognition on website/social media, incl. your corporate logo and biography

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

- 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)



Silver Sponsorship \$1,500 (Bee's Knees)

- 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)
- 1 team entry for three people total (\$300 value)

Bronze Sponsorship \$750 (Bee Keepers)

- 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)
- 1 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 a program ad.

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 half page program ad & recognition

- Sponsor a Community Team or send a team from your company or organization - \$300

Spread the Word

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

Please send artwork to amanda@newhavenreads.org by October 4, 2024.

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

How can we help you promote your company at the Spelling Bee? Please contact Fiona at spellingbee@newhavenreads.org to discuss customized options.