

LIGHTING THE SPARK

SPONSORSHIP OPPORTUNITIES

Wednesday, May 15, 2024

More Than Words

242 E Berkeley St, Boston, MA 02118



YOU CAN
SPARK
A BRIGHT
FUTURE
FOR YOUNG
READERS

In the communities we serve, 74% of students are not reading at grade level by the end of fourth grade, compared with a 60% statewide average.

- Literacy is the pathway to other learning, and yet far too many children are entering the more advanced school years lacking this fundamental skill.



CHANGING THE STORY

The \$160,000 raised at last year's Lighting the Spark has helped Literations serve more students in the current school year, putting them on the path to success. In Framingham, we more than tripled the number of students served since launching that program two years ago. We also continue to increase the number of students we serve in our long-standing Boston program, with a goal of serving 400 Boston students this year. Your sponsorship will help us reach more struggling readers. Your partnership will also help provide momentum for Literations' new three-year strategic plan, which aims to more than double the number of students we serve in the next three years.

SPONSORSHIP OPPORTUNITIES

Lighting the Spark is our annual event to raise awareness of the challenges and opportunities surrounding youth literacy in Greater Boston. Make an impact, hear from experts, and join a community that understands literacy is the key to lifelong success. This cocktail event will feature live entertainment and a special guest speaker, to be announced.

ILLUMINATE | \$15,000

- Recognition as event presenting partner
- Premier name/logo placement on event digital and print collateral including printed program, rotating sponsor highlight presentation, etc.
- Inclusion during six-week promotional campaign including event announcement press release, social media, organizational newsletter and more
- Speaking opportunity during event's program or one-minute sponsor provided video shown during program
- Opportunity for company volunteer day to support Literations initiative
- 10 Lighting the Spark event tickets

IGNITE | \$10,000

- Event segment underwriting and recognition at event as one of the following:
 - o Fund-a-need
 - o Read-aloud book purchase station partner
- Sponsor name/logo placement on digital and print collateral at event including printed program, rotating sponsor highlight presentation, etc.
- Sponsor name/logo included in social media spotlight post
- Recognition during event program
- 8 Lighting the Spark event tickets



SPONSORSHIP OPPORTUNITIES

SPARK | \$7,500

- Event recognition as the Spark Activity partner
- Sponsor name/logo placement on digital and print collateral at event including printed program, rotating sponsor highlight presentation, etc.
- Sponsor name/logo included in social media spotlight post
- Recognition during event program
- 6 Lighting the Spark event tickets

SHINE | \$5,000

- Event sponsor naming in one of the following areas (maximum of two sponsors per area):
 - o Guest registration/check-out
 - o Catering
 - o Bar
 - o Centerpiece
 - o Stage
- Sponsor name/logo placement on digital and print collateral
- Recognition during event program
- 4 Lighting The Spark event tickets



SPONSORSHIP FORM

LIGHTING THE SPARK

INFORMATION:

Company/Sponsor Name: _____

Contact Name: _____ Address: _____

City: _____ State: _____ Zip Code: _____ Tel: _____

Email: _____

LEVEL:

Sponsorship/Gift Level: _____ Amount: _____

Sponsorship Opportunity Choice

(Ignite, Spark, and Shine sponsors only): _____

Alternative choice: _____

DONOR RECOGNITION:

Please list preferred recognition of company/name.

As Listed Above/Anonymous/as noted: _____

Please send company logos as a .PNG file with transparent background to:
development@literations.org

THANK YOU!



Literations

QUESTIONS?

Contact: **Wes Enicks, Executive Director**
617-423-5865 or **wenicks@literations.org**

PAYMENT:

A check will be made payable to Literations

Please bill me

Please charge my VISA/MC/AmEx/Discover #

Name on Card _____

Billing Address _____

Expiration Date: _____ CVV: _____

Signature: _____ Date: _____

*****SPONSORSHIP DEADLINE IS 4/15/24 TO GUARANTEE
FULFILLMENT OF ALL PROMOTIONAL BENEFITS**



1 Federal Street, 5th Floor | Boston, MA 02110

literations.org