



CHILDREN'S LITERACY INITIATIVE

# RAISE A GLASS

FOR READING

## SPONSORSHIP *OPPORTUNITIES*



Join us as Children’s Literacy Initiative raises funds to support programs that help teachers and students succeed. After a season of showcasing the unique stories of the teachers we serve and emphasizing the importance and impact of continued support for our teachers, schools, and larger communities, we come together to celebrate literacy!



## 2021 RAISE A GLASS FOR READING SPONSORSHIP OPPORTUNITIES

### THE EVENT

Raise a Glass for Reading has been the signature fundraiser for Children’s Literacy Initiative (CLI) since 2017. Started in Chicago and thereafter launched in Houston, Raise a Glass for Reading took place annually in each market until last year when the pandemic forced CLI to cancel the in-person events.

This year’s fundraiser will be held on **Thursday, June 10, 2021** as a virtual event open to a national audience, and coinciding with CLI’s HEROES campaign.

Selected teachers\* will be recognized and awarded as CLI’s 2021 *Heroes* during the Raise a Glass for Reading event.

#### \*Recognizing teachers from:

- Broward County, FL
- Chicago, IL
- Philadelphia, PA
- New Jersey

This group will be named as CLI’s 2021 *Heroes* during the *Raise a Glass for Reading* event.

### THE AUDIENCE

Through this virtual platform, CLI hopes to take what have been location-specific events to a wider audience of supporters and viewers. More than 300 guests are expected to attend, virtually, as CLI brings together leaders and supporters from education, non-profit, business and philanthropic communities from around the country to celebrate those who work every day to ensure that children become powerful readers, writers and thinkers.

### THE OPPORTUNITY

The Raise a Glass for Reading event presents the opportunity to showcase your commitment to children’s literacy, early childhood education and social justice. Highlighted in our sponsorship package are opportunities to be featured to the event’s audience, as well as beyond the event, to CLI’s partners, supporters and followers.

### SPECIAL GUEST



The event will feature a “fireside chat” with special guest, **Vashti Harrison**, #1 New York Times bestselling creator of *Little Leaders*, *Little Dreamers*, and *Little Legends*, and the illustrator of Lupita Nyong’o’s *Sulwe* and Matthew Cherry’s *Hair Love*, among others.

# SPONSORSHIP OPPORTUNITIES

## DIAMOND SPONSOR | \$15,000

- Formal Diamond Sponsor acknowledgement during the program
- Prominent logo/ name placement on all Raise a Glass for Reading event publicity
- Logo placement and link on CLI website
- Logo recognition on digital invitation if committed by **May 10, 2021**, with at least 2 dedicated e-blasts to Raise a Glass for Reading invitees and attendees
- Featured recognition during live virtual event and opportunity to announce Fireside Chat
- Opportunity to provide video content of up to one minute for live virtual event (vetted by CLI)
- Logo recognition in pre-show, title presentation, and post-event credits during live virtual event
- Recognition in CLI's spring 2021 and fall 2021 e-newsletters, and listing in CLI's 2021 annual report
- One dedicated social media post leading up to event with a quote about why you support CLI
- A pre-celebration packet with a special CLI gift
- Complimentary registrations for the live virtual event

## PLATINUM SPONSOR | \$10,000

- Formal Platinum Sponsor acknowledgement during the program
- Logo/ name placement on all Raise a Glass for Reading event publicity
- Logo placement and link on CLI website
- Logo recognition on digital invitation if committed by May 10, 2021, with at least 2 dedicated e-blasts to Raise a Glass for Reading invitees and attendees
- Opportunity to announce one (1) of the four teachers being honored as "Heroes"
- Logo recognition in pre-show, title presentation, and post-event credits during live virtual event
- Recognition in CLI's spring 2021 and fall 2021 e-newsletters, and listing in CLI's 2021 annual report
- One dedicated social media post with a quote about why you support CLI
- A pre-celebration packet with a special CLI gift
- Complimentary registrations for the live virtual event

## GOLD SPONSOR | \$5,000

- Formal Gold Sponsor acknowledgement during the program
- Logo/ name placement on all Raise a Glass for Reading event publicity
- Logo placement and link on CLI website
- Logo recognition on digital invitation if committed by May 10, 2021, with at least 2 dedicated e-blasts to Raise a Glass for Reading invitees and attendees
- Logo recognition in pre-show, title presentation, and post-event credits during live event
- Recognition in CLI's spring 2021 and fall 2021 e-newsletters, and listing in CLI's 2021 annual report
- One dedicated social media post with a quote about why you support CLI
- A pre-celebration packet with a special CLI gift
- Complimentary registrations for the live virtual event



# SPONSORSHIP OPPORTUNITIES (continued)

## SILVER SPONSOR | \$2,500

- Formal Silver Sponsor acknowledgement during the program
- Name recognition on digital invitation if committed by May 10, 2021, with at least 2 dedicated e-blasts to Raise a Glass for Reading invitees and attendees
- Name listed by level in sponsor slideshow before and after the live virtual event
- Listing displayed on CLI website
- One dedicated social media post with a quote about why you support CLI
- A pre-celebration packet with a special CLI gift
- Complimentary registrations for the live virtual event



## OTHER RECOGNITION\*

### AMBASSADOR | \$1,000

- Name listed in slideshow before and after the live virtual event
- Listing displayed on CLI website
- A pre-celebration packet with a special CLI gift if committed by May 28, 2021
- Complimentary registrations for the live virtual event



\* Donors may opt out of being listed or choose to be listed as anonymous

For more information, please contact **Simone Champagnie**

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