

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.

Raise a Glass for Reading (RGR) has been the signature event for Children's Literacy Initiative (CLI) since it began in 2017 in Chicago. The fundraiser is an annual celebration to recognize the hard work of our coaches, teachers, and children, as well as a way to recommit our focus to create and implement durable, culturally sustaining, early literacy practice in the classroom. This year's celebration will be spread across a **Spirit Week** from **May 16, 2022 through May 20, 2022**. In accordance with our values and prioritizing the health of our community, CLI has decided to host each event virtually. Continuing the virtual tradition will allow our CLI community across the country to participate.

## THE AUDIENCE

CLI expects more than 400 guests to attend the virtual events throughout Spirit Week. At each event, we will be bringing 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

Raise a Glass for Reading events present 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 for the events' audiences, as well as beyond the events, to CLI's partners, supporters, and followers.

## THE EVENTS

Monday | **May 16**

Read Aloud with Jason Reynolds

Tuesday | **May 17**

Book Bingo

Thursday | **May 19**

Raise a Glass for Reading with Jason Reynolds

Friday | **May 20**

Day of Gratitude and Week in Review

We are excited to announce this year's Raise a Glass for Reading fireside chat guest is **Jason Reynolds!** Reynolds is a #1 New York Times bestselling author who writes novels and poetry for young adult and middle-grade audiences. He is currently serving his third term as the National Ambassador for Young People's Literature.

Born in Washington, DC, and raised in Maryland, Reynolds first found inspiration in rap and began writing poetry when he was nine years old. He went on to publish several poetry collections before publishing his first novel, *When I Was the Greatest*, which won the Corretta Scott King/John Steptoe Award for New Talent. He has since written numerous award-winning novels, including *All American Boys*, the *Track* series, *Patina*, *Sunny*, *For Everyone*, *Miles Morales-Spiderman*, and *As Brave As You*, which won the Kirkus Prize, an NAACP Image Award, and the Schneider Family Book Award. Jason Reynolds also collaborated with author and historian Dr. Ibram X. Kendi, to write *Stamped: Racism, Antiracism, and You*, for young adults to provide an accessible book that helps young readers understand race and society.

We hope you join us on Thursday's event for an engaging conversation with an incredible advocate for children's literacy. Jason's nationwide recognition will draw an even larger audience to this year's event.



# SPONSORSHIP OPPORTUNITIES

## DIAMOND SPONSOR | \$15,000

- Formal Diamond Sponsor acknowledgement during each program
- Prominent logo/ name placement on all Raise a Glass for Reading Spirit Week events publicity
- Logo placement and link on CLI website
- Logo recognition on digital invitation if committed by May 10, 2022, with at least 2 dedicated e-blasts to Raise a Glass for Reading Spirit Week invitees and attendees
- Featured recognition during live virtual events and opportunity to announce Fireside Chat
- 1 autographed books signed by RGR Fireside Chat Guest Jason Reynolds
- 8 tickets to VIP events on Thursday, May 19, including a private cocktail making class
- Opportunity to provide video content of up to one minute for live virtual events (vetted by CLI)
- Logo recognition in pre-show, title presentation, and post-event credits during live virtual event
- Recognition in CLI's spring 2022 and fall 2022 e-newsletters, and listing in CLI's 2022 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
- 8 complimentary registrations for each live virtual event



## PLATINUM SPONSOR | \$10,000

- Formal Platinum Sponsor acknowledgement during each program
- Prominent logo/ name placement on all Raise a Glass for Reading Spirit Week events publicity
- Logo placement and link on CLI website
- Logo recognition on digital invitation if committed by May 10, 2022, with at least 2 dedicated e-blasts to Raise a Glass for Reading Spirit Week invitees and attendee
- 1 autographed books signed by RGR Fireside Chat Guest Jason Reynolds
- Logo recognition in pre-show, title presentation, and post-event credits during live virtual events
- 6 tickets to VIP events on Thursday, May 19, including a private cocktail making class
- Recognition in CLI's spring 2022 and fall 2022 e-newsletters, and listing in CLI's 2022 annual report
- One dedicated social media post with a quote about why you support CLI
- A pre-celebration packet with a special CLI gift
- 6 complimentary registrations for each live virtual event

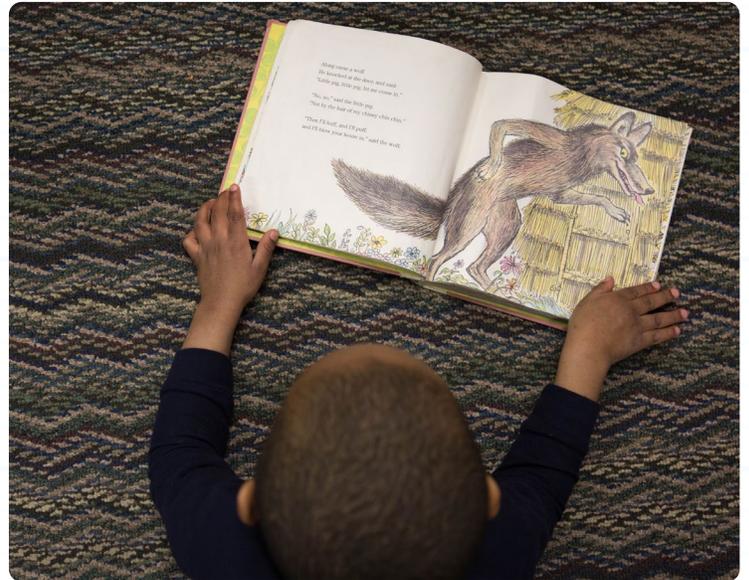
## GOLD SPONSOR | \$5,000

- 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
- 1 autographed books signed by RGR Fireside Chat Guest Jason Reynolds
- Logo recognition on digital invitation if committed by May 10, 2022, with at least 2 dedicated e-blasts to Raise a Glass for Reading Spirit Week invitees and attendees
- Logo recognition in pre-show, title presentation, and post-event credits during live event
- Recognition in CLI's spring 2022 and fall 2022 e-newsletters, and listing in CLI's 2022 annual report
- One dedicated social media post with a quote about why you support CLI
- A pre-celebration packet with a special CLI gift
- 6 complimentary registrations for each 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, 2022, with at least 2 dedicated e-blasts to Raise a Glass for Reading Spirit Week invitees and attendees
- Name listed by level in sponsor slideshow before and after the live virtual event
- 1 autographed book signed by RGR Fireside Chat Guest Jason Reynolds
- 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
- 6 complimentary registrations for each live virtual event



## OTHER RECOGNITION

### AMBASSADOR | \$1,000

- Name listed in slideshow before and after the live virtual events
- Listing displayed on CLI website
- A pre-celebration packet with a special CLI gift if committed by April 28, 2022
- 2 complimentary registrations for each virtual event

### CIRCLE OF FRIENDS | \$500

- Listing displayed on CLI website
- 2 complimentary registrations for each virtual event

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

\* Followers across all CLI's social media platforms: 57,418

For more information or to secure your sponsorship, please contact **Rebecca Helberg**, Sustaining Giving and Stewardship Manager

 [rhelberg@cli.org](mailto:rhelberg@cli.org)

 847-452-6188

 [cli.org/RGR22](https://cli.org/RGR22)