

## 2017 Literacy Center Spelling Bee Sponsorship Opportunities

The Literacy Center educates nearly 600 adult students, with 100 classes each week at eight locations across the metro, in the areas of adult basic education, English as a second language, GED and computer literacy. It costs approximately \$1,000 per student to provide services each year, which are provided free of charge to those who need them. We are committed to empowering adults and families and we need your support.

As a sponsor of the tenth annual Spelling Bee, you'll be surprised how fun spelling can be! By attending the event and sponsoring a Bee team, you will enjoy an evening of laughs and entertainment, while simultaneously supporting a vital service for our community.

Keep in mind that this is not your ordinary spelling bee! Bee teams are encouraged to be creative and a prize will be awarded for the best team name/costume. Also, the team approach allows for collaboration between three participants, and the first rounds are written. Don't worry- if you're stumped, there are plenty of options for lifelines – ask an expert – or you can choose to bribe the judges to stay in the competition!

Your support of this year's Bee allows us to provide literacy education to adults in the Omaha Metro, ensuring that they have the skills they need to fill out a job application, read a story or help with homework for their children and have an opportunity to be successful in their professional and personal lives. We hope you'll come visit us at our new location, at the Cedarnole Plaza, south of 72<sup>nd</sup> and Dodge.l.

If you don't find what you are looking for, we can help create a specialized sponsorship package that meets your needs. Please contact Melissa Hoeman Carlberg, board member and Spelling Bee chair at [melissahoeman@gmail.com](mailto:melissahoeman@gmail.com) or 417.773.1745.

### **Presenting Sponsor/\$5,000**

• A \$5,000 sponsorship is equivalent to providing educational services for five Literacy Center students for one year  
With a cash or in-kind donation, a presenting sponsor will receive:

- One VIP table for your company to fill or donate and one team competing in the spelling bee; team can be organized by your company or sponsored by your company (\$1,000 value)
- Special consideration by the judges: your team will receive one complimentary “bribe the judge” pass to re-enter your team after elimination (\$100 value)
- Three audience spell score cards, to compete in the audience spelling challenge during intermission (\$60 value)
- 20 extra tickets for use in the audience choice, which allows an eliminated team to automatically join the final round (\$30) value
- 10 Literacy Center goodie bags, with promotional materials for your attendees
- Your company name and logo displayed prominently on invitations and other printed and digital promotional materials leading up to the Bee
- Your company name, logo and presenting sponsorship status prominently placed on our event web page
- Your company name, logo and presenting sponsorship status will be recognized on social media, two times before the Bee and once following it
- Your company name and presenting sponsorship status will be recognized in all e-newsletters leading up to the event
- Your company name, logo and presenting sponsorship status on Bee signage, exclusive event slides and receive recognition in Bee program
- Your company name, logo and presenting sponsorship status on post-celebration thank you communications
- We provide you with electronic and printed collateral and resources to co-promote your support to your customers and employees
- We will continue recognition of your support at other opportunities throughout 2017-2018 year and include a special thank you in our annual report recognizing your generosity as a presenting sponsor

### **Gold Level/\$3,500**

- A \$3,500 sponsorship is equivalent to providing educational services for three Literacy Center students for one year

With a cash or in-kind donation, a gold level sponsor will receive:

- One table for your company to fill or donate and one team competing in the spelling bee; team can be organized by your company or sponsored by your company (\$1,000 value)
- Two audience spell score cards, to compete in the audience spelling challenge during intermission (\$40 value)
- 10 extra tickets for use in the audience choice, which allows an eliminated team to automatically join the final round (\$15) value
- Your company name and logo displayed prominently on printed and digital promotional materials leading up to the Bee
- Your company name, logo and gold sponsorship status prominently placed on our event web page
- Your company name, logo and gold sponsorship status will be recognized on social media, once before the Bee and once following it
- Your company name and gold sponsorship status will be recognized in all e-newsletters leading up to the event
- Your company name, logo and presenting sponsorship status on Bee signage, exclusive event slides, and receive recognition in Bee program
- Your company name, logo and presenting sponsorship status on post-celebration thank you communications
- We provide you with electronic and printed collateral and resources to co-promote your support to your customers and employees
- We will continue recognition of your support at other opportunities throughout 2017-2018 year and include a special thank you in our annual report recognizing your generosity as a gold sponsor

### **Silver Level/\$2,500**

• A \$2,500 sponsorship is equivalent to providing educational services for two Literacy Center students for one year  
With a cash or in-kind donation, a silver level sponsor will receive:

- One table for your company to fill or donate and one team competing in the spelling bee; team can be organized by your company or sponsored by your company (\$1,000 value)
- One audience spell score card, to compete in the audience spelling challenge during intermission (\$20 value)
- 3 extra tickets for use in the audience choice, which allows an eliminated team to automatically join the final round (\$5) value
- Your company name and logo displayed on printed and digital promotional materials leading up to the Bee
- Your company name, logo and silver sponsorship status prominently placed on our event web page
- Your company name, logo and silver sponsorship status will be recognized on social media, once before the Bee and once following it
- Your company name and silver sponsorship status will be recognized in all e-newsletters leading up to the event
- Your company name, logo and silver sponsorship status on Bee signage, exclusive event slides, and receive recognition in Bee program
- Your company name, logo and silver sponsorship status on post-celebration thank you communications
- We provide you with electronic and printed collateral and resources to co-promote your support to your customers and employees
- We will continue recognition of your support at other opportunities throughout 2017-2018 year and include a special thank you in our annual report recognizing your generosity as a silver sponsor

### **Bronze Level/\$1,250**

• A \$1,250 sponsorship is equivalent to providing educational services for one Literacy Center student for one year  
For a cash or in-kind donation, a bronze level sponsor will receive:

- One table for your company to fill or donate and one team competing in the spelling bee; team can be organized by your company or sponsored by your company (\$1,000 value)
- Your company name and logo displayed on printed and digital promotional materials leading up to the Bee
- Your company name, logo and bronze sponsorship status placed on our event web page
- Your company name, logo and bronze sponsorship status will be recognized before the Bee on social media
- Your company name and bronze sponsorship status will be recognized in all e-newsletters leading up to the event
- Your company name, logo and bronze sponsorship status on Bee signage, exclusive event slides, and receive recognition in Bee program
- Your company name, logo and bronze sponsorship status on post-celebration thank you communications
- We provide you with electronic and printed collateral and resources to co-promote your support to your customers and employees
- We will continue recognition of your support at other opportunities throughout 2017-2018 year and include a special thank you in our annual report recognizing your generosity as a bronze sponsor

### **Underwriting Opportunities**

**Buffet Table/\$750 (three available)**

**Bar/\$1000 (one available)**

For a cash donation, underwriters will receive:

- Recognition on the buffet table or bar during the event
- Your company name and logo displayed on printed and digital promotional materials leading up to the Bee
- Your company name, logo and bronze sponsorship status placed on our event web page
- Your company name, logo and bronze sponsorship status will be recognized before the Bee on social media

## 2017 Spelling Bee Sponsorship Form

\_\_\_\_\_ Yes, I would like to support The Literacy Center by becoming a 2017 sponsor

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_ Presenting Sponsor | \$5,000

\_\_\_\_\_ Gold Sponsor | \$3,500

\_\_\_\_\_ Silver Sponsor | \$2,500

\_\_\_\_\_ Bronze Sponsor | \$1,250

\_\_\_\_\_ Team Only | \$300

\_\_\_\_\_ Buffet Table Sponsor | \$750  
(Includes recognition on table during event)

\_\_\_\_\_ Bar Sponsor | \$1000  
(Includes recognition on bar during event)

Please return this form by email to:

Melissa Hoeman Carlberg  
[melissahoeman@gmail.com](mailto:melissahoeman@gmail.com)

or mail to:

Literacy Center of the Midlands  
324 South 72nd Street  
Omaha, NE 68114

**Thank you for your support!**