



# South Texas Literacy Coalition

[www.southtexaslitcoalition.org](http://www.southtexaslitcoalition.org)

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March 19, 2018

Dear Friends of the STLC and Supporters of literacy,

The South Texas Literacy Coalition is inviting you to be a champion for literacy in the community by helping sponsor our upcoming fundraising event – *Reading Between the Wines*. This event will be a fun event featuring local author, Dr. Steven Schneider reading from his book – *The Magic of Mariachi*. There will also be artwork on display, wine tasting experiences, food, entertainment, and a Pick-A-Prize raffle. Community leaders, educators, librarians, and business leaders are being invited to this event. This event will take place on Thursday, April 26, 2018 from 6:30-9 p.m. at the Old Church Winery in McAllen, TX.

The South Texas Literacy Coalition is dynamic 501-c-3 nonprofit serving the Deep South Texas area and we need your help. One of our stellar outreach projects is the South Texas Reading Initiative through which we distribute an average of 60,000 new free books annually to children whose families find it challenging to provide books and print materials at home. For some of the children we serve, a book that they receive from us might be the very first new book of their very own. Some of the children we serve do not have access to a public library or bookstore because of geographic and transportation issues. Their access to internet services is also limited by availability and costs to the family. Literacy research is clear that a child with access as few as twenty books at home can impact a child's motivation to succeed, achieve academically, and aspire to higher education. According to the study, "Family Scholarly Culture and Educational Success: Books and Schooling in 27 Nations" published in *Research in Social Stratification and Mobility*: "Regardless of nationality, level of education, or their parents' economic status, children who grew up with books in their homes reached a higher level of education than those who did not."

We would like to request your sponsorship of this event. In return, the event will provide the opportunity to showcase your organization and create recognition. Sponsorship may include sponsoring to assist with the cost of implementing the event, providing food and beverage for the event, and/or providing a gift for the Pick-A-Prize raffle.

The benefits of sponsorship include:

- ✓ Integrating your company's name and logo in our promotion of the event including your website and social media posts
- ✓ Exposure of your businesses' services to event attendees
- ✓ An opportunity to greet attendees at the event and to present a three-minute pitch for your business

A sponsorship level guide is included for your consideration. Thank you, in advance, for considering a sponsorship opportunity. If you have any questions regarding sponsorship opportunities, please contact Denisse Sada, STLC fund development VISTA Associate or myself at 956-292-0257 or [stxliteracy@gmail.com](mailto:stxliteracy@gmail.com).

Sincerely,

Dr. Ida Acuña-Garza, CEO

**Literacy for Life!**

# South Texas Literacy Coalition

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## Reading Between the Wines SPONSORSHIP OPPORTUNITIES

Nobel Prize Sponsor: \$10,000

- Award presentation at the event
- Logo on all promotional materials
- Display advertising at event and ad in program booklet
- Logo featured on website for one year
- Social media promotion
- Ten tickets to the event

Pulitzer Prize Sponsor: \$5,000

- Display advertising at event and ad in program booklet
- Logo featured on website for one year
- Social media promotion
- Six tickets to the event

Readers' Choice Sponsor: \$2,500

- Display advertising at event and ad in program booklet
- Social media promotion
- Logo featured on website for six months
- Four tickets to the event

Best Seller Sponsor: \$1,000

- Ad in program booklet
- Logo featured on website for six months
- Two tickets to the event

Book Club Sponsor: \$500

- Ad in program booklet
- Logo featured on website for three months
- Two tickets to the event

Supporter: \$300

- Listing in program booklet
- Two tickets to the event

Other sponsorships available

## South Texas Literacy Coalition

### *Reading Between the Wines Fundraiser*

#### Sponsorship Pledge Form – Donor Information

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone \_\_\_\_\_

Address: \_\_\_\_\_

City/State

Zip

We want to give children the opportunity for academic success by supporting the South Texas Literacy Coalition's literacy outreach programs and helping to sponsor the Reading Between the Wines fundraiser. We gladly pledge:

- Title Sponsor: \$10,000
- Excellence Sponsor: \$5,000
- Readers' Choice Sponsor: \$2,500
- Gold Sponsor: \$1,000
- Silver Sponsor: \$500
- Bronze Sponsor: \$300
- Other: \$ \_\_\_\_\_
- Gift for Pick-A-Prize Raffle valued at \$ \_\_\_\_\_.

#### Payment Options

- Check enclosed made payable to South Texas Literacy Coalition
- Donate online at: [south-texas-literacy-coalition.networkforgood.com/events/5683-reading-between-the-wines](http://south-texas-literacy-coalition.networkforgood.com/events/5683-reading-between-the-wines)
- Credit card type \_\_\_\_\_ Expiration date: \_\_\_\_/\_\_\_\_ CCV \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

***Thank you for your support!***

Your contribution is fully tax deductible as allowable by law. Cost of tickets is \$35 per person - the remainder being fully deductible. Please send your contribution to: South Texas Literacy Coalition, 108 N. Jackson Road, Suite 32, Edinburg, TX 78541.