

THE NATION'S CAPITAL

SEPTEMBER 23, 2006

**WALK FOR
LITERACY
2006**



SPONSOR PROSPECTUS



UDC/**State Education Agency**/BTW Public Chartered
The Mayor's Adult Family Literacy Initiative

Invite You to Support Literacy

100% of Funds Raised Support Literacy Programs in the District.

Literacy programs sponsored by the SEA offer basic reading, math, computer education, English proficiency, GED and workplace readiness training to adult learners.

FACT: More than 35% of the District's potential work force are functionally illiterate.

FACT: \$32 million is needed annually to provide literacy service to 131, 000 adult learners in the District.

FACT: The Walk for Literacy provides financial support to all communities in DC for literacy programs.

FACT: Your support is needed to help meet our goals of providing literacy programs in the District.

**LITERACY PROGRAMS POSITIVELY IMPACT
ALL COMMUNITIES, BUSINESSES AND QUALITY OF LIFE!**

SPONSOR OPPORTUNITIES

Take advantage of this opportunity to lock into a premiere sponsor benefit package. 100% of all contributions go directly to support literacy programs in the District. As a Sponsor of The Nation's Capital Walk for Literacy your organization will have numerous opportunities for logo or name recognition through planned promotions, public relations, pre-event and on-site marketing strategies. Following are suggested levels of sponsorship which may be negotiated and changed to meet your organizations goals.

Literacy Champion - \$25,000

- Recognition in **all** promotional material, signage (markers and banners), media and give away Walk items produced by SEA.
- An opportunity to deliver greetings at the Kick-Off Reception, Start & Finish lines of the Walk.
- Logo placement on t-shirt in prominent position
- Logo placement on web-site/Walk sponsor placement.
- 10 VIP Invites to the Kick-Off Reception.
- Your signage/logo posting at the Kick-Off Reception and Walk.
- Photo opportunities with special guests at all events.
- Three month display of company logo on the Transformer vehicle which travels around Washington DC on a weekly basis.
- On-site opportunities for brand building, product sampling, surveying and other marketing and promotions initiatives.
- Two booth locations at the Walk.
- Public recognition at all events related to the Walk and on Walk day.
- Inclusion of name and mention of partnership in all press releases and public service announcements.

Literacy Builder - \$15,000

- Recognition as a Sponsor of the event in **all** promotional material, media and signage (markers and banners).
- An opportunity to deliver greetings at the Start of the Walk.
- Logo on t-shirt in sponsor area.
- Logo placement on web-site/Walk sponsor placement.
- Eight VIP Invites to the Kick-Off Reception.
- Photo opportunities with special guests at the Walk.
- Two month display of company logo on the Transformer vehicle which travels around Washington DC on a weekly basis.
- On-site opportunities for brand building, product sampling, surveying and other marketing and promotions initiatives.
- One booth location at the Walk.
- Public recognition during pre and post Walk event.

Literacy Advisor - \$10,000

- Recognition as a Sponsor for the event in all promotional material, media and two marker signs.
- Logo on t-shirt in sponsor area.
- Six Invites to the Kick-Off Reception.
- One month display of company banner on the Transformer vehicle which rolls around Washington DC.
- On-site opportunities for brand building, product sampling, surveying and other marketing and promotions initiatives.
- One booth location at the Walk.
- Public recognition during pre and post Walk event.

Literacy Supporter - \$5,000

- Recognition as a Sponsor for the event in all promotional material.
- Company name on t-shirt.
- Four Invites to the Kick-Off Reception.
- On-site opportunities for brand building, product sampling, surveying and other marketing and promotions initiatives.
- One booth location at the Walk.
- Public recognition during pre and post Walk event.

Friends for Literacy - \$1,000 and Under

- Public recognition during post walk event.
- Two Invites to the Kick-Off Reception

PARTNERSHIP OPPORTUNITIES

YES! There are several ways to meet the overall objectives of the Nation's Capital Walk for Literacy. Partners are needed for the following.

In Kind Contributions

To make The Nation's Capital Walk for Literacy a very special event we need donations of various items from the list below and some that may not be on the list. All items donated support walkers who support literacy!

Our list includes:

**Fresh Fruit
Beverages**

**Gift Baskets
Package Foods**

**Gift Items
Gift Certificates**

Retail values will be used to determine the corresponding sponsor package.

Organization Walk Teams & Pledges

Challenge employees/employers to support literacy. Literacy means healthier worksites and communities. Support literacy by starting a walk team and/or providing a matching corporate gift for every dollar your employees raise. Team Walkers and Captains will get :

- **Color Coded "Team" Official T-Shirts w/Company Name & Logo (minimum of 50 on Team)**
- **Team Photo at the Walk**
- **Team Captain Special Gift**
- **Invitations for registered team members at the Kick Off Event**

Matching gift values will be used to determine the corresponding sponsor package.

PREVIOUS SPONSORS ARE PROUD TO SUPPORT LITERACY!

AKRIDGE REAL ESTATE SERVICES • BORDERS • COMCAST • COSTCO WHOLESALE • FANNIE MAE FOUNDATION • FARBER SPECIALTY VEHICLES • FIT FEMME • GIANT • GLORY FOODS • GOLDEN TRIANGLE BUSINESS IMPROVEMENT DISTRICT • INDUSTRIAL BANK • KRISPY KREME • OLSSON'S BOOKS & RECORDS • 104 FM • RENAISSANCE WASHINGTON, DC HOTEL • SAFEWAY • STARBUCKS • TELEMUNDO 64 • VERIZON • THE WASHINGTON POST • THE WASHINGTON TIMES • WHOLE FOODS MARKET • *and countless individuals who walked and/or volunteered in the past. Thank you!*

"I discovered that earning to read, write, spell, and do math is the beginning of growing in the family, the workplace and in the community. It enables us to be better citizens and to help others to do the same. "

—Marie, GED Graduate, Booker T. Washington Public Charter School

MORE INFORMATION

THE NATION'S CAPITAL WALK FOR LITERACY

5k Walk (Fun Run Option & Short Course)
Begins at Tech World Plaza (9th & K, Street, NW)
Saturday, September 23, 2006 @ 9 a.m.
Check-In Begins @ 8 a.m.

FREE T-SHIRTS, GREAT PRIZES AND ENTERTAINMENT!

www.walkforliteracy.org

WASHINGTON DC ADULT LITERACY PROGRAM FUNDRAISING & EXHIBIT OPPORTUNITIES

We invite all Washington, DC Adult literacy programs to be a part of the Nation's Capital Walk for Literacy. Learn how your non profit organization can raise funds and awareness. **Contact the SEA Now!**

VOLUNTEER

Volunteers are needed to assist in making the Nation's Capital Walk for Literacy a success! Sign-up as a volunteer in support of literacy. Free T-shirts, Prizes and more.

WALKERS & VOLUNTEERS
WALK HOTLINE
1-866-832-2289 (toll free)

Register On-Line:
SignMeUp.com/53273

SPONSORS & EXHIBITS
SPONSOR INFO ONLY
202-274-7021

Mail:
WFL/BTW Public Chartered
4401A Connecticut Ave., NW
PMB 192
Washington, DC 20008-2323

SEA FUNDED PROGRAMS

Each **dollar** raised from the *Nation's Capital Walk for Literacy* directly supports adult education services at the ACADEMY OF HOPE · ARCH · BOOKER T. WASHINGTON PUBLIC CHARTER SCHOOL · C. PHILIP JOHNSON MINISTRIES · CARLOS ROSARIO INTERNATIONAL CAREER CENTER AND PUBLIC CHARTER SCHOOL · CATHOLIC CHARITIES, DC HOMELESS · CONGRESS HEIGHTS · COVENANT HOUSE OF WASHINGTON · ETHIOPIAN COMMUNITY CENTER · EVEN START MULTICULTURAL CENTER FAMILY LITERACY · LT. J.P. KENNEDY INSTITUTE · LANGUAGE, ETC. · LITERACY VOLUNTEERS OF AMERICA · LIVING WAGES OF WASHINGTON · MARY'S CENTER, EVEN START FAMILY LITERACY · METRO-POLITAN DELTA ADULT LITERACY COUNCIL · NATIONAL ASSOCIATION FOR FORMER FOSTER CARE CHILDREN · NOTRE DAME ADULT EDUCATION CENTER · THE WASHINGTON PROJECT · UDC ELDER PROGRAM · WASHINGTON VERY SPECIAL ARTS