



# Read to a Child

*10<sup>th</sup> Annual Los Angeles for Literacy  
Charity Benefit*

**FEATURING THE 10<sup>TH</sup> ANNUAL TEAM SPELLING BEE**

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**JULY 17, 2014 | 6PM-9PM**

# READ TO A CHILD

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**It's proven: reading makes a difference. Chances are, if you're a child in the U.S. and a strong reader, an adult spent time reading with you. Research also says you're most likely from a higher-income family. Kids from lower-income families are not always so lucky. As a result, they suffer not just in school, but later in life.**

**Read to a Child™ helps bridge the literacy gap that exists for thousands of kids. Our roots date back to 1991, when Arthur and Phyllis Tannenbaum organized five volunteers to read to children on their lunch hours in one Manhattan school. In 2013, we changed our name from Everybody Wins! USA to Read to a Child, expressing our ultimate mission and to encompass additional programs to improve literacy skills amongst children.**

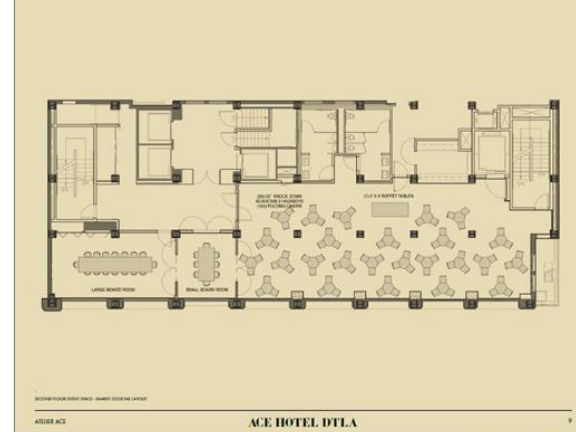
**Read to a Child has operations in five locations nationwide and continues to grow to serve more children throughout the country. We know the literacy gap emerges early and, without intervention, widens. In fact, the National Research Council found that students who are not moderately skilled readers by the end of third grade are unlikely to graduate from high school\*.**

**Just one lunchtime a week can help bridge that gap. Being the one who reads to them—and with the support of dozens of socially-minded companies—you can bring the adventures, the laughter, the excitement. Who knows? When that child thinks back on the adults who made a difference, it may be you who comes to mind.**

**Together, we're out to help thousands of kids get a better shot at a brighter future. Reading to a child changes the child—and that can change the world.**

# ACE HOTEL:

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929 S BROADWAY, LOS  
ANGELES, CA 90015

# **PROGRAM (TENTATIVE):**

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**6:00 PM: Arrivals**

**6:30 PM: Passed Appetizers Begin**

**6:45-7:00PM: Program Introduction**

**7:00-7:45 PM: Spelling Bee**

**7:45-8:45 PM: Dessert**

**8:00-8:15 PM: Live Performance**

**8:15-9:00 PM: Closing**

# SPONSORSHIP OPPORTUNITIES:

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## Title Sponsor - \$15,000

- Brand name inclusion in event title
- Logo inclusion on all promotional materials (Invitation, step & repeat, stage signage, etc.)
- Inclusion of Boiler plate and website in official event press release
- Back Cover Advertisement in event program as well as front cover name mention
- Twenty Five event tickets and entry into Spelling Bee
- Paragraph, website link and logo inclusion in the Read to a Child Newsletter as well as on the Read to a child website.
- Gift bag inclusion

## Brand Partner - \$10,000

- Logo inclusion on all promotional materials (Invitation, step & repeat, stage signage, etc.)
- Sponsor name and website included in official event press release
- Full page ad in event program
- Fifteen event tickets and entry into Spelling Bee
- Sponsor name and website inclusion in Read to a Child electronic newsletter as well as Read to a Child website.
- Gift bag inclusion

*\*The tax deductible portion of each ticket used is \$20.00*

# **SPONSORSHIP OPPORTUNITIES CONT'D:**

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## **Silver Sponsor - \$5,000**

- **Logo inclusion on promotional materials (Invitation and stage signage, etc.)**
- **Sponsor name included in official event press release**
- **Half page ad in event program**
- **Ten event tickets and entry into Spelling Bee**
- **Sponsor name and website inclusion in Read to a Child electronic newsletter as well as Read to a Child website.**
- **Gift bag inclusion**

## **Bronze Sponsor - \$2,500**

- **Logo inclusion on official event invitation**
- **Sponsor name included in official event press release**
- **Quarter page ad in event program**
- **Six event tickets and entry into Spelling Bee**
- **Sponsor name and website inclusion in Read to a Child electronic newsletter as well as Read to a Child website.**
- **Gift bag inclusion**

## **Individual Entry Ticket \$48**

- **Event entrance ticket, Food and 2 Drink Tickets**

*\*The tax deductible portion of each ticket used is \$20.00*

# CONTACT:

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