



# THE GREATER BATON ROUGE LITERACY COALITION'S Fourth Annual Literacy Week Celebration

## Sponsorship Information

The Greater Baton Rouge Literacy Coalition is looking forward to our fourth annual Literacy Week celebration, December 1 – December 8, 2011, and we hope you will join us as a sponsor! Literacy is the greatest human capital challenge in our community, and we have designed a series of events and activities that illustrate how working together, we can accomplish life-changing progress...

**For our community** - increased literacy means less crime, healthier residents, and a capable workforce. This also means less dependency on public resources and more taxpayers.

**For our businesses** - better skilled workers lead to increased efficiency and higher profits. With fewer expenses related to recruitment and turnover, businesses can invest in the professional development of workers with potential and positive work ethic.

**For individuals and their families** - improved literacy is a stepping stone to better jobs, higher wages, and opportunity for further education. A parent's educational attainment is the most significant predictor of a child's future educational success, meaning that this impact is multi-generational.

Inspired by our Literacy Week 2011 theme, "**Literacy- Flipping the Script!**", we have partnered with the Entertainment Technology Department of Baton Rouge Community College and Cox Communications to produce a documentary highlighting the work being done to promote literacy in our community. We will release the trailer of the documentary, titled "My Education, Take 2!" at our annual Community Leadership Breakfast on Thursday, December 1<sup>st</sup> with Celtic Media Centre hosting a screening of the full feature on Tuesday, December 6<sup>th</sup>.

With your support, the events of Literacy Week 2011 will motivate others to:

- Enroll in programs that improve literacy and jobs skills
- Unite as business, education, and community leaders
- Invest in literacy services, including GED and English as a Second Language classes

Attached you will find a list of sponsorship levels and a form. If you would like to join us as a Literacy Week sponsor, please **return the form to us by Friday, October 28th.**

**Thank you for considering this opportunity to help adults in our community become more successful and self-sufficient through local literacy services!**

Please contact Debbie O'Connor at (225) 381-7141 or [Debbie@brac.org](mailto:Debbie@brac.org) if you have any questions or need additional information.

## About the Greater Baton Rouge Literacy Coalition:

**The Mission:** Formed in 2005 by the Rotary Club of Baton Rouge, Baton Rouge Area Chamber and the Mayor's Office, the Greater Baton Rouge Literacy Coalition (GBRLC) promotes adult literacy through the creation, maintenance and sustainability of an integrated, cohesive and well-managed system that supports literacy service providers.

**The Strategy:** GBRLC provides local adult literacy organizations with funding and instructional resources, recruitment and referral of students and volunteers, marketing and public awareness, and training and technical assistance. By building the capacity of the existing service delivery system, GBRLC ensures that services and outcomes meet the needs of the community.

For more information about GBRLC, please visit our website at [www.gbrliteracy.org](http://www.gbrliteracy.org), where you can:

- ✓ Read our 2008, 2009, and 2010 student anthologies online
- ✓ Watch our public service announcements: 2009 "Reality of Literacy" and 2010 "Learn to Earn"
- ✓ Watch our video of local community members discussing the impact of illiteracy
- ✓ Watch videos of students Buster and Gearldine telling their inspiring stories
- ✓ Search adult literacy service providers by location, type and zip code
- ✓ Find volunteer opportunities
- ✓ Become a Member!

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<b>GOLD LEVEL SPONSOR \$5,000</b>	<b>SILVER LEVEL SPONSOR \$2,500</b>	<b>BRONZE LEVEL SPONSOR \$1,000</b>	<b>SUPPORTING SPONSOR \$500</b>
Admission for <u>eight</u> at Literacy Week Screening Event at Celtic Media Centre	Admission for <u>four</u> at Literacy Week Screening Event at Celtic Media Centre		
<u>Premier</u> placement of company logo included in three print ads in the Advocate	<u>Prominent</u> placement of company logo included in three print ads in the Advocate	Placement of company logo included in three print ads in the Advocate	
Recognition as Gold Level Sponsor at Literacy Week Breakfast	Recognition as Silver Level Sponsor at Literacy Week Breakfast	Recognition as Bronze Level Sponsor at Literacy Week Breakfast	
Table for eight reserved at Literacy Week Breakfast	Table for eight reserved at Literacy Week Breakfast	Table of eight reserved at Literacy Week Breakfast	
Company logo included on all Literacy Week promotional fliers and email blasts	Company logo included on all Literacy Week promotional fliers and email blasts	Company logo included on all Literacy Week promotional fliers and email blasts	Company logo included on all Literacy Week promotional fliers and email blasts
Company logo included in all event programs, the student anthology and on website, and company name on printed invitations	Company logo included in all event programs, the student anthology and on website, and company name on printed invitations	Company logo included in all event programs, the student anthology and on website, and company name on printed invitations	Company logo included in all event programs, the student anthology and on website
GBRLC Membership at Benefactor Level for 2012	GBRLC Membership at Corporate Level for 2012	GBRLC Membership at Supporting Level for 2012	GBRLC Membership at Friend Level for 2012



## THE GREATER BATON ROUGE LITERACY COALITION'S Fourth Annual Literacy Week Celebration

### Literacy- Flipping the Script!

#### LITERACY WEEK LAUNCH EVENT!

**Thursday, December 1st: Community Leadership Breakfast**

GBRLC's annual breakfast celebrates our adult literacy service providers, students, volunteers, supporters, and members – all playing leading roles in improving literacy in our community!

This year, GBRLC has partnered with Baton Rouge Community College's Entertainment Technology Department and Cox Communications for the production of a documentary, highlighting the work being done to improve literacy in our community. Become a GBRLC member and attend the breakfast to see the trailer for "My Education, Take 2!"

See our 2009 and 2010 public service announcements and 2008 video at [www.gbrliteracy.org](http://www.gbrliteracy.org), where you can also register as a member!

#### COMMUNITY OUTREACH EVENT!

**Saturday, December 3rd at Walgreens**

*Details coming soon!*

#### COMMUNITY OUTREACH EVENT!

**Monday, December 5th: Open Houses at Local Literacy Organizations**

Our local programs are a real class act! Visit their sites to learn about the services they provide.

Email [info@gbrliteracy.org](mailto:info@gbrliteracy.org) for details or visit Event Calendar at [www.gbrliteracy.org](http://www.gbrliteracy.org).

**Tuesday, December 6th through Thursday, December 8th: Barnes & Noble Bookfair**

With literacy, there is a supporting role for everyone! Shop online or in local stores, and Barnes & Noble will donate a percentage of net sales to GBRLC when you tell them you want your purchase to support GBRLC!

*(Note: Foodies may want to shop at 4 pm on Dec. 8th; Chef John Besh is scheduled for an author event at CitiPlace location!)*

#### EXCLUSIVE EVENT!

**Tuesday, December 6th: Screening Event at Celtic Media Centre**

Join us for a behind-the-scenes view of a real production studio, and be among the first to screen our documentary, "My Education, Take 2!"

Like a good movie, improving literacy requires quite a crew. This is a great opportunity to explore how you might play your part or to just have an evening of fun!

#### COMMUNITY OUTREACH EVENT!

**Wednesday, December 7th, 7 pm: Poetry Reading & Release of Student Anthology**

Join us as local adult literacy students take center stage for our fourth student anthology release and poetry reading at Barnes & Noble Booksellers CitiPlace!

See our [2008](#), [2009](#), and [2010](#) anthologies online at [www.gbrliteracy.org](http://www.gbrliteracy.org)!



**THE GREATER BATON ROUGE LITERACY COALITION'S  
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**Sponsorship Form**

**Please complete the information below and mail  
with payment by Friday, October 28<sup>th</sup> to**

The Greater Baton Rouge Literacy Coalition  
564 Laurel Street  
Baton Rouge, LA 70801

**Please check sponsorship level:**

Gold- \$5,000

Silver- \$2,500

Bronze- \$1,000

Supporting- \$500

**Company Name:**

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**Company Contact:**

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**Company Mailing Address:**

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**Daytime Phone:**

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**Email Address:**

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**Total Amount Enclosed: \$** \_\_\_\_\_

*Please make checks payable to the Greater Baton Rouge Literacy Coalition.*

*The Greater Baton Rouge Literacy Coalition is a nonprofit organization. A tax receipt will be provided for your records.*