

50th Anniversary Celebration!

Literacy Minnesota celebrates 50 years of learning



We invite you to join us this spring for Literacy Minnesota's 50th Anniversary Celebration!

Your company's sponsorship will help support Literacy Minnesota's free programs to improve people's ability to work, learn, build community and fully participate in life.

Sponsorship will also provide opportunities for Open Door Learning Center students and their families to attend the event.

DATE: Thursday, May 4, 2023, 5:30 – 9 p.m.

LOCATION: Minneapolis Event Centers – 212 2nd St. SE, Minneapolis, MN 55414

Our previous Beyond Words events exceeded expectations, drawing hundreds of passionate literacy supporters and shattering each year's fundraising goals. Headliners of past events have included Grammy Award-winning singer, activist and humanitarian **Angélique Kidjo** (2018), local rapper, singer and essayist **Dessa** (2019), celebrated Minnesota photographer **Wing Young Huie** (2020) and local author **Kao Kalia Yang** (2021). The events have attracted media coverage from KARE 11 and Minnesota Monthly.

This year we welcome Malcolm Mitchell, former New England Patriot and Super Bowl Champion. Malcolm is not just an NFL star, but an author, award winner and advocate for adult and youth literacy. He joins our 2023 celebration to share his struggles with adult literacy and inspire guests with his journey.

We can't wait to see you there!





Literacy
Minnesota

YEARS • leading • learning • literacy

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| | BENEFITS AT EVENT | WEB AND SOCIAL MEDIA | PRINT MATERIALS | ONGOING ENGAGEMENT |
|---|--|---|---|---|
| PRESENTING \$15,000 <i>with event naming rights</i> Total impressions: 25,000 | Opportunity to speak at event Product placement during event Logo prominently displayed during event 2 two tables for 10 guests | Social media shout- out Link and logo on website | Annual report listing Logo on cover of event program Full-page event program ad | Organized employee volunteer opportunities |
| | Top billing on all pre-event materials Exclusive personalized promotions customized for your company | | | |
| PLATINUM \$10,000 Total impressions: 15,000 | Product placement during event Logo prominently displayed during event Table for 10 guests | Social media shout- out Link and logo on website | Annual report listing Logo incorporated in printed event materials Half-page event program ad | Organized employee volunteer opportunities |
| GOLD \$5,000 Total impressions: 8,300 | Logo prominently displayed during event Table for 10 guests | Social media shout- out Link and logo on website | Annual report listing Logo incorporated in printed event materials Quarter page event program ad | Organized employee volunteer opportunities |
| SILVER \$2,500 Total impressions: 5,150 | Logo prominently displayed during event Table for 10 guests | Link and logo on website | Annual report listing Logo incorporated in event program | Organized employee volunteer opportunities |
| BRONZE \$1,250 Total impressions: 4,050 | Logo prominently displayed during event 4 seats at the event | Link and logo on website | Annual report listing Logo incorporated in event program | |
| Questions? Contact Heather Cook at hcook@literacymn.org or 651-251-9085. Our team is happy to create a personalized opportunity at a price point that works for you. If none of the above packages seem like the right fit, just let us know. | | | | |