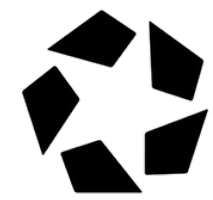


2024 SPONSORSHIP PACKET



CoStar Group™ *presents*

A MOVEABLE FEAST

— 40 YEARS OF —



A MOVEABLE FEAST

— 40 YEARS OF —



THURSDAY, SEPTEMBER 19, 2024

6:30PM - 9:30 PM

THE LIBRARY OF VIRGINIA

- Enjoy a delightful wine-tasting, food-pairing experience and open bar of cocktails & mocktails.
- Groove to the soulful rhythms of live jazz music.
- Engage in the action-packed live auction and explore unique silent auction packages.
- Be part of a highly-anticipated benefit event raising \$95,000 for adult literacy programs by The READ Center.

Welcome

TO



A
MOVEABLE
FEAST

A CELEBRATION OF LITERACY

PRESENTED BY:  CoStar Group™
BUILDS

To benefit:



THE LIBRARY
OF
VIRGINIA

THURSDAY,
SEPTEMBER 21,
2023



TAKE YOUR PLACE

to benefit The READ Center

Join us for an unforgettable evening on Thursday, September 19, 2024, at the beautiful Library of Virginia for The READ Center's 2nd Annual A Moveable Feast.

Anticipating over 275 attendees, A Moveable Feast: 40 Years of READ promises a celebration of literacy, empowerment and community strength. With exposure across print, radio, and digital platforms, your support will reach a broad audience.

Together, let's make a lasting difference in the Richmond community by empowering adults with low-literacy to improve their skills and achieve their goals.



CELEBRATING 40 YEARS

OF PROMOTING ADULT LITERACY

Since 1984, READ has provided adult literacy instruction at no cost for thousands of Richmond community members. *A Moveable Feast: 40 Years of READ* embodies our commitment to educate, empower & create opportunities those who strive to learn, grow, and succeed.

With your support, The READ Center changes lives through adult literacy by providing classroom instruction, one-to-one tutoring, and educational resources to adults who need and want to improve reading, writing, basic math, and digital skills to achieve their educational and life goals.



To make this one-of-a-kind event possible, we're going to need some

EXTRA BIG HEARTS

PREMIER SPONSORSHIP LEVELS

To honor sponsor benefits offered below, commitments are requested by Friday, August 16, 2024.



PRESENTING SPONSOR

\$15,000

SOLD OUT



VIP RECEPTION SPONSOR

\$10,000

The VIP Sponsor sets the stage for an exclusive and unforgettable experience, where guests of the Premier Sponsors receive early entry for a pre-event reception.

Logo/name recognition featured through signage at the VIP reception & your generosity will be verbally acknowledged at the reception. Opportunity to provide SWAG / promo materials to VIP guests.



AUCTION SPONSOR

\$10,000

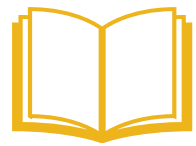
As the Auction Sponsor, be the cornerstone of generosity and excitement as guests gather to bid on coveted items and experiences in the silent & live auctions.

Logo/name featured on signage at the auction tables, on the mobile auction website (bidding is open to public) and verbal recognition during the live auction.

Premier Sponsor Package includes 16 tickets to the event with access to VIP Reception starting 1 hour prior to General Admission. VIP Sponsors will have access to reserved tables for 16 guests. Tier 1 logo recognition on all website, email & social media communications as well as event program. Verbal recognition at VIP Reception and during the event. Logo display and recognition on all communications regarding the VIP Reception and/or Auction. Tax deductible receipt will be provided for \$8,400.

GOLD SPONSORSHIP LEVELS

To honor sponsor benefits offered below, commitments are requested by Friday, August 16, 2024.



MATCHING GIFT SPONSOR

\$5,000

The Matching Gift Sponsor's contribution will be used to incentivize donations for the Fund-A-Thon at the event.

Logo recognition includes verbal acknowledgment during the Fund-A-Thon and logo printed on signage & event program.



PHOTO BOOTH SPONSOR

\$5,000

As the Photo Booth Sponsor, captivate guests with a delightful interactive experience, creating lasting memories and adding an element of fun to the event.

Logo/name will be featured on signage at the photo booth as well as on the frame of printed pictures.



MISSION VIDEO SPONSOR

\$5,000

As the Video Sponsor, your brand beautifully intertwines with the powerful stories of our students, symbolizing our mission's heart.

The video will include logo recognition and will live on READ's website and social media after being unveiled at the event.



BAR SPONSOR

\$5,000

As the Bar Sponsor, tantalize guests' taste buds with an array of beverages, ensuring each sip sets the tone for a night of celebration.

Logo/name recognition on drink stirrers and/or bar napkins. Signage at both bar stations with logo

Gold Sponsor Package includes 8 all-inclusive tickets to the event. Tier 2 logo recognition on all website, email & social media communications as well as event program. Verbal recognition during the event. Logo display and recognition on all communications regarding the respective sponsor level (details above).

Tax deductible receipt will be provided for \$4,200.

SILVER SPONSORSHIP LEVELS

To honor sponsor benefits offered below, commitments are requested by Friday, August 16, 2024.

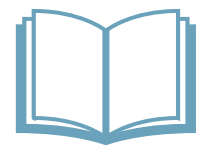


WELCOME DRINK SPONSOR

\$2,500

As the Welcome Drink Sponsor, guests will receive an inviting cocktail/mocktail as they arrive, setting the stage for the evening's event.

Logo/name recognition on drink napkin and signage at welcome drink station.



FLORAL SPONSOR

\$2,500

As the Floral Sponsor, illuminate A Moveable Feast with exquisite floral displays, capturing the essence of your brand's elegance on every table.

Logo/name recognition with each floral display & large logo sign at the biggest arrangement.



PRINT SPONSOR

\$2,500

The print sponsorship will ensure that each guest is greeted with meticulously crafted printed materials.

Logo/name will be featured on all printed materials as the "Print Sponsor" and opportunity for an advertisement in event program.



GOODY BAG SPONSOR

\$2,500

Goody Bags branded with your logo/name will be handed out to all guests at the end of the event.

Bags will include sweet treats, a READ bookmark & any SWAG or promo materials you'd like to include.

Silver Sponsor Package includes 6 all-inclusive tickets to the event. Tier 3 logo recognition on all website, email & social media communications as well as event program. Verbal recognition during the event. Logo display and recognition on all communications regarding the respective sponsor level (details above).

Tax deductible receipt will be provided for \$1,900.



SUPPORTER LEVELS

PREMIER HOST - \$1,500

Includes:

- 4 all-inclusive guest tickets
- Tier 4 logo/name recognition on website, email & social media communications as well as in event program
- Invitation to Annual Donor Party "READ Between the Wines" in February 2025
- Tax deductible receipt for \$1,100

FRIEND OF READ - \$750

Includes:

- 2 all-inclusive guest tickets
- Tier 5 logo/name recognition on website, email & social media communications as well as in event program
- Invitation to Annual Donor Party "READ Between the Wines" in February 2025
- Tax deductible receipt for \$550



THE IMPACT OF LOW LITERACY

In the United States, more than 48 million adults cannot read, write, or do basic math above a third-grade level.



Adults with limited literacy are hospitalized and use emergency services at significantly higher rates than those with higher skills.

Reversing this trend is estimated to save between

\$106 - \$238 each year in health care costs in the U.S.
BILLION

Bringing all adults to the equivalent of a sixth-grade reading level would generate an additional \$2.2 trillion in annual income for the country.



A mother's reading skill is the greatest determinant of her children's future academic success, outweighing other factors, such as neighborhood and family income.

HOW YOUR SPONSORSHIP HELPS

Event proceeds address the literacy needs of adults in metro-Richmond, enabling them to achieve their educational and life goals.



SUPPORT 200+ ADULT LEARNERS

So far in the 2023–2024 academic year, 211 adult students have received over 8500 hours of instruction through 9 classes and 45 1:1 tutor pairs, supported by 5900 hours of volunteer literacy tutor time.



PROVIDE SKILLS TO THRIVE

By investing in The READ Center, you empower adults to learn essential skills like reading, writing, math, and digital literacy, leading to improved employment prospects, reduced healthcare costs, and positive life transformations.



BUILD A LITERATE COMMUNITY

There are over 90,000 adults in the metro-Richmond area that lack essential literacy skills necessary to fill out a job application, read their mail or help their child with school work. Your support of READ is an investment in breaking the generational cycle of low literacy linked to poor health, unemployment, and poverty.



THANK YOU

TO OUR INCREDIBLE 2023 INAUGURAL
A MOVEABLE FEAST SPONSORS!



THERESA MOORE



MICHAEL WALSH

WILLIAM SEYMOUR



ANNE WALESKI

FRIENDS OF
ADULT LITERACY
(F.O.A.L)

PHIL HEESEN



CASSANDRA REYNOLDS



JOIN OUR
SPONSOR
COMMUNITY!

THANK YOU

We hope you'll join us for A Moveable Feast: 40 Years of READ, a remarkable gathering in support of The READ Center's mission to empower our community through literacy.

To secure a sponsorship level, please register online at: bit.ly/amf24

To discuss additional options or if you have questions, please contact:

Ryan Corrigan, Executive Director
(804) 288-9930
frontdesk@readcenter.org

