

# 2025 SPONSORSHIP PACKET



presented by  **Atlantic  
Union Bank**



**When: Wednesday, April 23rd 2025,  
5:30-8:30pm**

**Where: The Dewey Gottwald Center**

**What: A night of trivia supporting  
The READ Center**



**2025 SPONSORSHIP PACKET**



# TAKE YOUR PLACE

*to benefit The READ Center*

Join us for an exciting evening Wednesday, April 23rd, 2025, at the Dewey Gottwald Center for Richmond's single largest trivia extravaganza: The Great Richmond Trivia Bee!

Anticipating over 250 attendees, The Great Richmond Trivia Bee promises a night of fun, community, and of course- trivia! 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 in  
the greater Richmond region*

Since 1984, READ has provided adult literacy instruction at no cost for thousands of Richmond community members. The Great Richmond Trivia Bee embodies our commitment to educate, empower & create opportunities for 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.



# 2025 SPONSORSHIP OPPORTUNITIES

To honor sponsor benefits offered below, commitments are requested by Friday, April 11th, 2025.



**PRESENTING  
SPONSOR**  
\$10,000

**SOLD OUT**



**QUEEN BEE  
SPONSOR**  
\$7,500

**SOLD OUT**



**SWARM  
SPONSOR**  
\$5,000

- 4 Trivia Bee teams of 3-4 people
- 8 guest tickets
- Premium team table placement
- Acknowledgment in email communications
- Sponsor recognition on social media outlets; 1 mentions
- Sponsor logo and/or name with link to your website on event web page
- Sponsor logo and/or name on printed event-day materials & signage
- Acknowledgement in event program

GREAT RICHMOND

**TRIVIA BEE**

# 2025 SPONSORSHIP OPPORTUNITIES

To honor sponsor benefits offered below, commitments are requested by Friday, April 11th, 2025.



## HIVE SPONSOR

**\$2,500**

- 2 Trivia Bee teams of 3-4 people
- 6 guest tickets
- Preferred team table placement
- Sponsor logo and/or name on event web page
- Sponsor logo and/or name on printed signage
- Acknowledgement in event program



## HONEYBEE SPONSOR

**\$1,500**

- 2 Trivia Bee teams of 3-4 people
- 4 guest tickets
- Sponsor logo and/or name with link to your website on event web page
- Acknowledgement in event program



## BEE KEEPER SPONSOR

**\$500**

- 1 Trivia Bee team of 3-4 people
- Acknowledgement in event program

GREAT RICHMOND

TRIVIA BEE

# 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  
BILLION**

each year in health care costs in the U.S.

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.



**2.2 TRILLION**



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.

*\*\*Data from ProLiteracy's 2024 Adult Literacy Fact Sheet*

GREAT RICHMOND

TRIVIA BEE

# 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

During 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

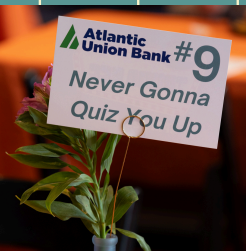
There are over 90,000 adults in the metro-Richmond area that lack essential literacy skills necessary to fill out a job application, read their mail or help their child with school work. Your support of READ is an investment in breaking the generational cycle of low literacy linked to poor health, unemployment,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



GREAT RICHMOND

TRIVIA BEE





# THANK YOU TO OUR INCREDIBLE 2024 SPONSORS



Cassandra Reynolds

Kyle Brinkley & Friends



Bruce & Charlene Tibbetts



# THANK YOU

We hope you'll join us for The Great Richmond Trivia Bee, a fun and friendly gathering in support of The READ Center's mission to empower our community through literacy.

*To secure a sponsorship level, please register online at: <https://buff.ly/3DTUiMJ>*

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

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