

— 2021 —

A TASTE *of Literacy*

◆ A VIRTUAL EVENT ◆

Literacy is a Survival Skill

The Literacy Council of Northern Virginia (LCNV), founded in 1962, provides the crucial first steps of English instruction to beginning-level adult learners who are often not served by other organizations. Over 79% of LCNV learners make below a living wage for our region and for them, literacy is a survival skill. Most of our learners struggle to get by with little to no English language skills and limited economic opportunities. At LCNV, adults learn to speak, read, and write English, increasing their capacity to earn a living wage, care for their families, and become more active members of our community.

About LCNV

LCNV is Virginia's largest and oldest nonprofit literacy organization and offers adult beginning-level English classes, a Family Learning Program (FLP), and workplace literacy and certification courses. Our classes are affordable, led by a highly trained instructional team, and utilize best practices to make measurable improvements in the lives of our learners and their families. LCNV serves 1,500 learners each year, who come from 95 countries and speak 50 languages. Last year, more than 530 volunteers served over 18,000 hours to support LCNV learners.

A Taste of Literacy Thursday, March 25, 2021

A Taste of Literacy is a virtual event that will inspire guests as they learn about LCNV's work to promote literacy in the Greater Washington Area and hear accounts of the challenges faced by families and adults who are not able to read, write or speak in English. Last year, we had 1,881 viewers participate in our virtual event to promote equity for English language learners. We are delighted to invite organizations, corporations and individuals to support LCNV's mission by sponsoring this event.

**For more information contact Lisa Vaughn
at lvaughn@lcnv.org or 703-237-0866.**



**Literacy Council
of Northern Virginia**

Sponsorship Opportunities



Opportunities and Benefits	Presenting Sponsor \$5,000	Valedictorian \$2,500	Dean's List \$1,000	Summa Cum Laude \$500
Presenting Sponsor Acknowledgement	Recognized in communications as "A Taste of Literacy Presented by [Your Name Here]"			
Video Message at Event and on Social Media	60 seconds			
Expanded Sponsor Highlight at Event and on Social Media	Verbal mention at event and featured post on social media.	Featured post on social media.		
Recognition in Print Ad (TBA) and Digital Communications	Sponsor Name/Logo	Sponsor Name/Logo	Sponsor Name	
Website and Social Media	Sponsor Name and Logo with Link	Sponsor Name and Logo with Link	Sponsor Name with Link	Sponsor Name
Newsletter	✓	✓	✓	✓

Social Media: 2,500 followers

Newsletter: 6,000 subscribers

2020 Event: 1,881 participants

Double your investment in adult literacy!

A generous donor will match any new corporate sponsors and increased donations from a past sponsor (up to \$5,000 per donation).

Sponsorship Reply Form



I would like to sponsor A Taste of Literacy:

- \$5,000 Presenting Sponsor
- \$2,500 Valedictorian
- \$1,000 Dean's List
- \$500 Cum Laude

Payment Information:

- Enclosed is a check, made payable to the **Literacy Council of Northern Virginia**.
- I would like to make a payment by credit card.

Payment by credit card:

- VISA Mastercard Discover American Express

Total Amount: \$ _____

Credit Card #: _____ Exp. Date: _____ CVV #: _____

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Please list name(s) or organization as you would like it to appear in print and communications.

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Please mail this form with your payment to Literacy Council of Northern Virginia, 2855 Annandale Road, Falls Church, VA 22042.

Or you may scan and e-mail this form to Lisa Vaughn, Development Coordinator, at lvaughn@lcnv.org.

