



WHY PARTNER WITH THE CAPE FEAR LITERACY COUNCIL?

- We are a nationally accredited and award-winning 501 (c)(3) non-profit organization that has been serving our community for **35 years**.
- We are the only educational institution in the area that provides **FREE**, individualized adult literacy services.
- **100%** of your support stays local.
- Your **ROI is 33 to 1**. For every \$1 invested in literacy programs, there is a \$33 benefit to the economy. [Source: ProLiteracy]

FUNDING QUICK FACTS

THE POWER OF YOUR SUPPORT ...

• **36,000,000** •

The number of adults in the United States who cannot read, write, or do math above a third grade level.

• **60,000** •

The estimated number of adults in the Cape Fear region with low level literacy skills.

• **1** •

The number of organizations with the resources, the staff, and the vision to help adults in our community improve their skills and achieve their educational goals:

The Cape Fear Literacy Council

\$0.85
Program
Services

\$0.10
Administration

\$0.05
Fundraising

Students come to the Literacy Council at a multitude of levels, and with many different **goals**.



We work with real people, focusing on their real-life goals to produce real-world results. **It takes perseverance...**for our students to balance family, working, and life goals. When a student reports a fundamental change in her life as a result of increased educational skills—**like earning a diploma or getting a job**—it is rewarding for everyone involved.



After he and his wife **earned their United States citizenship** last December, our student Maung shared this: “Today has been my best memory of the United States! We went back to work from passing the citizenship exam in Raleigh, and my boss and coworkers had a ‘congratulations’ cookie waiting for us. All day, everyone has been saying congratulations—coworkers, regular customers, even people I do not know are congratulating me on being an American Citizen! I am very, very happy. Thank you CFLC.”

CFLC PROGRAMS

We offer 1-on-1 tutoring and small classes for:

- Math
- Reading and Writing
- English as a Second Language
- Computer Skills/Digital Literacy
- Test Preparation
- US Citizenship



(910)251.0911 | 1012 South 17th Street | Wilmington, NC 28401



35TH ANNIVERSARY PARTNERSHIPS

MAKE AN IMPACT

In 2020, the Cape Fear Literacy Council celebrates **35 years of education, leadership, advocacy, and commitment to service** in our community. This year, our goal is to raise \$500,000! Every dollar we raise supports the mission of the Literacy Council:

To provide personalized education so adults can transform their lives and contribute to a stronger community.

As part of this once-in-a-lifetime celebration year, CFLC presents exclusive opportunities to businesses to partner with us by investing in our programs for English as a Second Language and Adult Literacy at a significant level to make a lasting impact.

IT'S A WIN-WIN

CFLC's signature events raise awareness of our region's evolving literacy needs and provide crucial funds to support our educational programs. Partnering with the Literacy Council provides you with the unique opportunity to connect with the community, to increase brand visibility, and show your company's support of **addressing one of the most important silent crises of our age: adult low literacy**. Get your name in front of Wilmington's decision makers and show your clients and employees how awesome you really are!



**READY TO HELP
ADULTS IN OUR
COMMUNITY THRIVE?**

WWW.CFLITERACY.ORG | (910) 251-0911

CFLC 35TH ANNIVERSARY EVENTS



11TH ANNUAL LITERACY LUNCHEON

featuring NC Poet Laureate
Jaki Shelton Green

- 2019 Laureate Fellow for the Academy of American Poets
- 2014 inductee into the NC Literary Hall of Fame
- Winner of the North Carolina Award for Literature for *Outstanding Performance and Achievement in Literature*
- Founder of *SistaWRITE*

IMPACT

This event will be attended by 400 community leaders, business owners & decision makers.

TUESDAY | JUNE 16, 2020

11:00 AM TO 1:00 PM | PORT CITY COMMUNITY CHURCH
250 VISION DR. | WILMINGTON, NC
SUGGESTED DONATION: \$100 PER PERSON



35TH BIRTHDAY CELEBRATION

- Live Music by local favorite Uptown Easy
- Heavy hors d'oeuvres by Middle of the Island
- Signature Mixed Drinks
- Special Photo Ops
- Auction
- ... much more!



IMPACT

This event attracts 300+ party-goers annually. We expect a large attendance for this highly anticipated milestone event.

SATURDAY | SEPTEMBER 19, 2020

6:30 PM | COSTUME OR COCKTAIL ATTIRE | 21+ ONLY
COASTLINE CONFERENCE CENTER | 501 NUTT ST. | WILMINGTON, NC
TICKET PRICE: \$50 PER PERSON

CFLC 35TH ANNIVERSARY PARTNERSHIP OPPORTUNITIES

In 2020, the Cape Fear Literacy Council celebrates 35 years of education, leadership, advocacy, and commitment to service in our community. This year, our goal is to raise \$500,000! CFLC presents exclusive opportunities to businesses to partner with us by investing in our programs at a significant level to make a lasting impact.



VISIBILITY ACKNOWLEDGMENT

Logo on printed programs, signage, digital and printed displays at events [Seen by 400+]

Recognition on all social media, organization website, event website and in pre-event and post-event partnership e-blasts [8,000+ combined]

Stand alone feature in printed & electronic Annual Report [5,000+ Subscribers]

Listed as Partner in Annual Report [5,000+ Subscribers]

PASSES & PERKS

Event Reservations Luncheon and/or Birthday Party
Invitations to Private Partner Appreciation Event

EVENT INCENTIVES

Promotional Item at Table Settings (deadline applies)

Program Ad (deadline applies)*

Recognition from Podium

Pre-Event Partner Reception (Birthday Party only)

Brochure on Display in Lobby (Luncheon only)

Photo with Speaker (Luncheon only)

DIAMOND LEVEL	SAPPHIRE LEVEL	OPAL LEVEL	PEARL LEVEL	JADE LEVEL	TOPAZ LEVEL
\$25,000	\$12,000	\$8,000	\$5,000	\$3,000	\$1,000
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•
24 Total Reservations 12 Total Invitations	18 Total Reservations 10 Total Invitations	12 Total Reservations 8 Total Invitations	8 Total Reservations 6 Total Invitations	4 Total Reservations 4 Total Invitations	4 Total Reservations 2 Total Invitations
•	•	•	•	•	•
Full-page, color ad	Full-page, color ad	Half-page, color ad	Half-Page, color ad	Half-page, B&W ad	Quarter-page, B&W ad
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•
•	•	•	•	•	•

CONTACT US TODAY

Please take a moment to review these partnership options and contact Erin Payne, CFLC Director of Fund Development, with any questions or to confirm your support of the Literacy Council: call (910) 251-0911 or e-mail epayne@cfliteracy.org

DON'T SEE A LEVEL THAT SUITS YOUR NEEDS?

We are happy to work with \$10,000 partner and above to customize a level with benefits tailored to your business. Contact us today!

PROGRAM ADS

Purchase an ad in our commemorative 35th Luncheon Program Booklet

Back Inside Cover COLOR \$600
Full-Page Inside COLOR \$750
Inside Half-Page B&W \$275
Inside Full-Page B&W \$375

*The deadline for all Luncheon ad submissions is:

Monday, May 18, 2020

COUNCIL PATRON LEVEL \$500

Logo on printed programs, signage, digital and printed displays at events; Recognition on all social media, organization website, event website and in pre-event and post-event partnership e-blasts; Listed as Community Supporter in Donor Honor Roll in printed & electronic Annual Report; Brochure on Display in Lobby during Luncheon.
2 Total Reservations to the event of your choice.