

CORPORATE PARTNERSHIP OPPORTUNITIES



Everyone in Central Texas should have the skills they need to reach their full potential. The Literacy Coalition of Central Texas is poised to make this happen through our high-quality, proven programs tightly embedded throughout our close-knit network of partners.

BUT WE CAN'T DO THIS WITHOUT YOU.

ORGANIZATIONAL OVERVIEW

LITERACY IS MORE THAN KNOWING HOW TO READ.

In today's world, literacy is about **using printed and written information to function in society, achieve one's goals and develop one's knowledge and potential.** At the Literacy Coalition, we believe...

EVERYONE SHOULD HAVE THE SKILLS THEY NEED TO REACH THEIR FULL POTENTIAL.

To function in society, achieve our goals and develop our potential, we all need to:

- Understand medical instructions
- Use a computer
- Have a solid command of the English language
- Navigate the transit and workforce systems
- Help prepare our kids for school

The **Literacy Coalition** helps ensure individuals can obtain these skills by embedding its high-quality, proven programming in the **business, healthcare** and **nonprofit** sectors.



THE FACTS...



ONE IN FIVE native English-speaking adults in the United States does not read or write **WELL ENOUGH TO FILL OUT A JOB APPLICATION.**¹



36 MILLION ADULTS

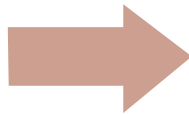
IN THE UNITED STATES LACK BASIC WORK SKILLS like literacy, numeracy and problem-solving.²



In the **AUSTIN** area alone, the demand for middle and high-skilled workers continues to outpace the supply.

There are approximately
90,000
WORKING-AGE ADULTS

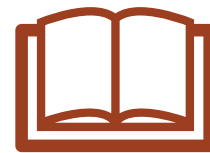
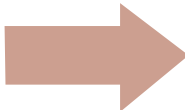
in the Austin area who have no higher education, college or career training and cannot access middle-skill jobs.



ABOUT 40,000
of these adults need literacy instruction to help them get their high school diploma and/or access career training programs.³



Some **COULD QUALIFY FOR MIDDLE-SKILL POSITIONS** with a little assistance in their soft, or marketable skills and learn quickly on the job due to their extensive work experience.



MANY NEED EDUCATIONAL ASSISTANCE before they can enroll in higher education or a credential program that would move them in to a better job.

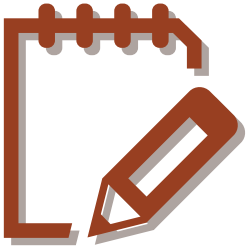
¹ 2003 NATIONAL ASSESSMENT OF ADULT LITERACY

² ORGANIZATION FOR COOPERATION AND DEVELOPMENT / US DEPARTMENT OF EDUCATION

³ AUSTIN/TRAVIS COUNTY WORKFORCE CONTINUUM

HOW WE TACKLE THE FACTS

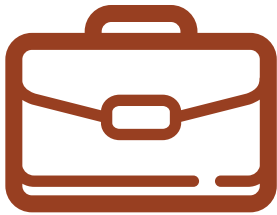
EVERY YEAR IN CENTRAL TEXAS...



WE COLLABORATE WITH OVER A DOZEN LEARNING CENTERS, including our own, which provides high-quality literacy instruction—reading, writing, math, English instruction and high school diploma exam preparation

WE ENSURE MORE THAN 1,000 ADULTS IMPROVE THEIR LITERACY SKILLS through our collaborative programs

50% voluntarily enroll in our additional **WORKFORCE CREDENTIAL SKILL-BUILDING PROGRAM** to improve their marketable skills and seek improved employment



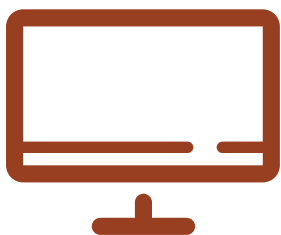
WE TRAIN 200 ADULT LITERACY TEACHERS, who improve the quality of their instruction through our Literacy Forward program



WE IMPROVE THE ENGLISH LANGUAGE SKILLS OF 300 EMPLOYEES at their place of employment through our English @ Work program



WE HELP 300 PARENTS gain the skills they need to ensure their children enter kindergarten school-ready through our PALS parenting program, one of the largest of its kind in Central Texas



With a few months of skill building and support, **WE MOVE LOW-SKILLED ADULTS INTO MIDDLE-SKILL JOBS AND/OR HIGHER EDUCATION**

ANNUAL CORPORATE PARTNER

As an annual corporate partner of the Literacy Coalition, you receive *year-round* brand exposure through client outreach materials and ongoing promotional materials for Reading Between the Wines, our annual signature event with the highest amount of visibility.

\$25,000

LITERACY EXECUTIVE

- Literacy Executive recognition in year-round collateral, event signage and awareness leading up to and in Learning Center Graduation, PALS Graduation and Reading Between the Wines ^{1, 3}
- Fourteen tickets to Reading Between the Wines VIP Reception
- Recognition in all outreach materials distributed throughout approximately 30 Coalition Partner sites and their student population ²

\$15,000

LITERACY DIRECTOR

- Literacy Director recognition in year-round collateral, event signage and awareness leading up to and in Learning Center Graduation, PALS Graduation and Reading Between the Wines ^{1, 3}
- Twelve tickets to Reading Between the Wines VIP Reception

\$10,000

LITERACY WARRIOR

- Literacy Warrior recognition in year-round collateral, event signage and awareness leading up to and in Learning Center Graduation, PALS Graduation and Reading Between the Wines ^{1, 3}
- Ten tickets to Reading Between the Wines VIP Reception

\$5,000

LITERACY AMBASSADOR

- Literacy Ambassador recognition in year-round collateral, event signage and awareness for Reading Between the Wines ³
- Eight tickets to Reading Between the Wines VIP Reception

\$2,500

LITERACY CHAMPION

- Literacy Champion recognition in year-round collateral, event signage and awareness for Reading Between the Wines ³
- Six tickets to Reading Between the Wines VIP Reception

\$1,000

LITERACY SENTINEL

- Literacy Sentinel recognition in year-round collateral, event signage and awareness for Reading Between the Wines ³
- Four ticket to Reading Between the Wines VIP Reception

\$500

SMALL BUSINESS SPONSOR

- Small Business Sponsor recognition in year-round collateral, event signage and awareness for Reading Between the Wines ³
- Two tickets to Reading Between the Wines VIP Reception

¹ YEAR-ROUND EVENTS CAPTIVE AUDIENCE: 1,300

² OUTREACH MATERIALS ANNUAL DISTRIBUTION: 5,000

³ SEE NEXT PAGE FOOTNOTES

ONE-TIME EVENT SPONSOR

One-time event sponsors receive *concentrated* brand exposure throughout the specific event marketing campaign and event program.

\$5,000

**PALS PARENTING PROGRAM
GRADUATION**

The bilingual event takes place in the spring and winter and it captures the attention of nearly 500 attendees and media figures.

- Representation on event program and signage
- Photographic opportunities with graduate families
- Verbal recognition during the event
- Prominent booth opportunity
- Representation on Literacy Coalition of Central Texas website ¹
- Opportunity for media interviews
- Four original social media impressions ^{2,3}

\$2,500

**PALS PARENTING PROGRAM
GRADUATION**

The bilingual event takes place in the spring and winter and it captures the attention of nearly 500 attendees and media figures.

- Representation on event program and signage
- Photographic opportunities with graduate families
- Verbal recognition during the event
- Prominent booth opportunity
- Representation on Literacy Coalition of Central Texas website ¹
- Three original social media impressions ^{2,3}

\$1,000

LEARNING CENTER GRADUATION

The event takes place in January and it captures the attention of nearly 150 attendees and media figures.

- Representation on event program and signage
- Photographic opportunities with graduate families
- Verbal recognition during the event
- Representation on Literacy Coalition of Central Texas website ¹
- Two original social media impressions ^{2,3}

\$500

**ENGLISH @ WORK PROGRAM
10TH ANNIVERSARY CAMPAIGN**

This media campaign will take place in the summer, raising the awareness and relevance of our workplace literacy program.

- Representation on Literacy Coalition of Central Texas website ¹
- Opportunity for media interviews
- Two original social media impressions ^{2,3}

¹ **WEBSITE VIEWS, MONTHLY AVERAGE: 2,300**

² **FACEBOOK REACH, MONTHLY AVERAGE: 9,600**

³ **TWITTER IMPRESSIONS, MONTHLY AVERAGE: 1,500**

BECOME A CORPORATE PARTNER

CONTACT IVAN DÁVILA FOR A CUSTOMIZED SPONSORSHIP OR MORE INFORMATION:

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