



## Sponsorship Opportunities for the *2010 RUN for Reading*

October 23-24, 2010  
South Seas Island Resort

### **About the Event:**

**IMA: Internal Medicine Associates** and **South Seas Island Resort** present the 2<sup>nd</sup> Annual *RUN for Reading*, to benefit Literacy Volunteers of Lee County's free adult literacy program. A 5K Run/Walk will be held on Saturday, October 23, and an Aquathlon will be held on Sunday, October 24. Both events will be held on the grounds of South Seas Island Resort, Captiva Island, FL.

South Seas Island Resort was named as one of *Parent's Magazine's* top 10 best family beach resorts in the U.S. and the Caribbean in 2008. The resort will market this event to families and athletes throughout Florida.

Sponsorship of this event is an excellent opportunity to partner with one of our country's most outstanding resort, support the cause of adult literacy and reach an audience of fit and caring adults.

South Seas Resort and Literacy Volunteers (LVLC) are committed to a goal of 250 runners and swimmers participating in the Run/Walk and the Aquathlon this year. Many of these athletes will come from the local area and will be available to support your business.

### **The Need for free Adult Literacy Programs in Lee County:**

LVLC is a nonprofit agency that provides free adult literacy programs with trained volunteers in Lee County. Our adult students want to learn to read and write, or they are speakers of other languages and wish to learn English.

We estimate that as many as 90,000 adults in Lee County are functionally illiterate and, therefore, lack an essential life skill that will allow them to be productive members of our community. Illiteracy has demonstrable negative social, economic, cultural and civic implications. It also impacts the education of children in our community—the greatest gift you can give a child is a literate parent who can actively participate in parent-teacher meetings and help their children understand their homework.

Adult literacy is a fundamental ingredient in building strong families and healthy communities. Ensuring that adults have access to quality literacy programs is vital to decreasing health and welfare costs, improving children's school performance and boosting workplace productivity.

### **How You Can be a Part of this Special Event**

A range of sponsorship opportunities for this event is available (see next page). In addition, your desire for sponsorship and exposure can be customized to your needs. This is an excellent way to show your confidence in the sustainability of our community as we strive to meet one of our most important needs in this challenging economic climate. Please contact Tess Murphy, LVLC's Executive Director, 239-415-3521, to discuss sponsorship options.

***RUN for Reading***  
October 23 and 25, 2010  
South Seas Island Resort, Captiva Island, FL

**Sponsorship Opportunities**

Please respond by July 30, 2010 to ensure that your logo is included in all printed materials, including a brochure and flyers. Logos will be posted on LVLC's website and RUN for Reading Facebook page once the sponsorship agreement is signed.

**Presenting Sponsor (1) \$3,000 Donation**

This sponsorship has been filled by IMA: Internal Medicine Associates.

**Major Sponsors (1) \$2,000 Donation**

Large logo on athletes' T-shirts  
Large logo on all printed and electronic communications  
Name used in all press releases and advertisements  
Will be able to hang banners at Run Start and Chadwick's Square

**T-Shirt Sponsors (3) \$1,000 Donation**

Logo on athletes' T-shirts  
Logo on all printed and electronic communications  
Name used in all press releases and advertisements  
Will be able to hang a banner on the T-shirt table

**Finish Line Banner Sponsor (2) \$500 Donation**

Logo on Finish Line Banner  
Logo on athletes' T-shirts  
Logo on all printed and electronic communications  
Name used in all press releases and advertisements

**Water Table Sponsor (4) \$250 Donation**

Logo on athletes' T-shirts  
Logo on all printed and electronic communications  
Name used in all press releases and advertisements  
Sponsor will be able to hang their logo on the water table

**General Sponsor (unlimited) \$150 Donation**

Logo on athletes' T-shirts  
Logo on all printed and electronic communications  
Name used in all press releases and advertisements

**Vendor Tables (15) \$100 Donation**

Vendor tables will be available at the Start/Finish Line.  
Vendors will be able to show and promote (not sell) their products,  
Vendors will be able post a sign or banner at the table on Saturday and Sunday mornings.

***Please note: The sizes of the logo will vary depending on the level of sponsorship. All sponsors will be invited to provide products, certificates, flyers, coupons, etc., to include in the participants' SWAG BAGS.***



**RUN for Reading: In Pursuit of Literacy**  
**October 23 and 24, 2010**  
**South Seas Island Resort, Captiva Island, FL**

**SPONSOR Information**

Please enter the **Company**, as you would like it to appear in any printed materials.

**Name:** \_\_\_\_\_

**Name of Contact: (for office use only)** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Email Address** \_\_\_\_\_

**Please check level of Sponsorship:**

	Major Sponsor	\$2,000
	T-Shirt Sponsor	\$1,000
	Finish Line Banner Sponsor	\$500
	Water Table Sponsor	\$250
	General Sponsor	\$150

**Type of Payment:**

\_\_\_\_\_ Check enclosed (Payable to "LVLC")  
*(Mail to LVLC, 7275 Concourse Drive, #300, Fort Myers, FL 33908)*

\_\_\_\_\_ Send me an invoice

\_\_\_\_\_ I would like to pay in installments

**Graphics Information**

LVLC will need the following. Please indicate the name, email and telephone number of the contact for this information, **if different from contact listed above**. Email the logos to Literacy Volunteers, [tesslvc@earthlink.net](mailto:tesslvc@earthlink.net) by August 30, 2010.

Sponsor Logo (black/white) in *EPS* or *jpeg* format.

Sponsor Logo (color) in *EPS* or *jpeg* format.

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_