



## The 2010 RIF Gift of Reading Gala Sponsor Benefits Packages

### **\$100,000 THE PRESENTING SPONSOR (Limited to one entity)\***

- Premier seating for 30 guests (3 tables)
- All Honored Sponsor benefits, plus:
  - CEO or designee will be invited to serve on the Gala Leadership Committee
  - Podium recognition as Presenting Sponsor and presentation of a commemorative piece of framed children's artwork for display in corporate offices
  - Opportunity to provide a branded gift to all attendees
  - Signage at the event
  - Company highlighted on RIF Gala website as Presenting Sponsor
  - Press release to targeted audiences announcing Presenting Sponsor
  - Employees invited to participate in local book distribution activity

### **\$75,000 HONORED SPONSOR\***

- Premier seating for 20 guests (2 tables)
- All Benefactor Sponsor benefits, plus:
  - Commemorative piece of framed children's artwork for corporate offices
  - Podium recognition as "Honored Sponsor"
  - Article for placement in company newsletter

### **\$50,000 BENEFACTOR SPONSOR\***

- Reserved seating for 20 guests (2 tables)
- All Advocate Sponsor benefits, plus:
  - VIP photo opportunity with RIF CEO and event dignitaries
  - Premium placement of company logo in program brochure
  - Podium recognition as "Benefactor Sponsor"
  - Invitation to other RIF events throughout the year

### **\$25,000 ADVOCATE SPONSOR**

- Reserved seating for 10 guests (1 table)
- All Literacy Sponsor benefits, plus:
  - Company logo in program brochure
  - Company logo on print and electronic Invitation (if received by Feb 22) and Save-the-Date (if received by Jan. 19) sent to all invitees, including selected Members of Congress.
  - Company logo featured on RIF website Gala event pages with a link to company website
  - Company logo featured on media wall during the event
  - Two (2) Invitations to "See What's Brewing", RIF's annual event on Capitol Hill

### **\$10,000 LITERACY SPONSOR**

- Reserved seating for 10 guests (1 table)
- All Mentor benefits, plus:
  - Name listed on print and electronic Invitation (pending receipt by Feb. 22) and Save-the-Date (pending receipt by Jan. 19) sent to all invitees, including selected Members of Congress.
  - Name listed on custom gala e-newsletter sent to all invitees and attendees

### **\$5,000 MENTOR**

- Reserved seating for 10 guests (1 table)
- All Book Club benefits, plus:
  - Company name listed in program brochure

\* Sponsorship packages over \$50,000 can be customized, please contact April Hendrickson, [ahendrickson@rif.org](mailto:ahendrickson@rif.org) or 202.536.3443 for more information.

**\$2,500 BOOK CLUB**

- Two reserved seats
- All Wordsmith benefits, plus:
  - Name featured on media wall throughout the event

**\$1,000 WORDSMITH**

- Two reserved seats
- Listing on RIF's website

**INDIVIDUAL TICKETS**

- Available for \$300 each

**UNDERWRITING OPPORTUNITES**

- Musical Entertainment for the evening (\$15,000, includes all Literacy Level sponsor benefits)
- Premium open bar at gala (\$30,000, includes signage at the bars and all Advocate Level sponsor benefits)
- Printing of programs and mailings (\$10,000, includes Mentor Level sponsor benefits)
- Gala pages of website (\$15,000, includes listing on website and Literacy level sponsor benefits)
- Silent Art Auction (\$10,000 includes Mentor level sponsor benefits and signage at silent auction)
- Premium Dessert Buffet (\$15,000, includes signage at the dessert stations and all Literacy level sponsor benefits)

For additional information about the RIF Gift of Reading Awards Gala and to customize sponsorship opportunities, please call April Hendrickson at (202) 536-3443 or email [ahendrickson@rif.org](mailto:ahendrickson@rif.org). The 2010 Gala will be held at the Renaissance Mayflower in Washington, DC on Wednesday, May 26, 2010.