



Reader Cup Underwriter \$25,000

The Reader Cup
Larry Dierker Celebrity
Golf Tournament

Benefiting
Literacy Advance of Houston

SPONSORSHIP OPPORTUNITIES

Event Promotional Benefits

- 3 Teams of five golfers (4 + celebrity/Larry Dierker) on BlackHorse Golf Club South course for the event
- Larry will join one of your teams and a celebrity will join each of the other two teams
- Named underwriter in media printing, signage, website, and printed program
- Houston personal appearance by Larry for a future company event
- An appearance by Larry at your company's Minute Maid Park suite during the 2012 Astros season
- An additional round of golf for four at BlackHorse Golf Club at a future date with Larry
- Golf carts with signage recognizing your company's sponsorship
- Recognition on the Event Sponsor board
- Logo acknowledgement on all printed promotional materials, including press releases, printed program and signage - **event print deadline is Friday, February 10, 2012**
- Company link on Literacy Advance website promoting golf event
- Two (2) hole sponsorship signs

Ongoing Yearly Promotional Benefits

- Company link on Partners page of the Literacy Advance of Houston website
- Acknowledgement as Event Sponsor in the corporate profile feature in one of the 2012 editions of Between the Lines newsletter (approximate distribution: 5,000)
- Acknowledgement on donor plaque at Literacy Advance of Houston Wilcrest office
- Appreciation plaque for your company's corporate lobby

This sponsorship level provides instruction for 83 adults for one year, thereby impacting both the education and quality of life for their children.





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Reader Cup Hall of Fame Underwriter - \$10,000

Event Promotional Benefits

- *Team of five golfers (4 +celebrity) or your own team of five on BlackHorse Golf Club South course for the event*
- *Priority choice of celebrity for your team*
- *Full page ad in printed program*
- *Recognition on the Event Sponsor board*

Ongoing Yearly Promotional Benefits

- *Company link on Partners page of the Literacy Advance of Houston website*
- *Acknowledgement as Event Sponsor in the corporate profile feature in one of the 2012 editions of Between the Lines newsletter (approximate distribution: 5,000)*
- *Appreciation plaque for your company's corporate lobby*

This sponsorship level provides instruction for 33 adults for one year, thereby impacting both the education and quality of life for their children.



Literacy Advance of Houston



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SPONSORSHIP OPPORTUNITIES

Reader Cup Beverage Sponsor - \$5,000

Event Promotional Benefits

- *Team of five golfers (4 + celebrity or your own team of five) on BlackHorse Golf Club South course for the event*
- *Full page ad in printed program*
- *Company signage on all beverage carts*
- *Signage at the Refreshment Area*

Ongoing Yearly Promotional Benefits

- *Company link on the Partners page of the Literacy Advance of Houston website*
- *Acknowledgement as Event Sponsor in the corporate profile feature in one of the 2012 editions of Between the Lines newsletter (approximate distribution: 5,000)*
- *Appreciation plaque for your company's corporate lobby*

Reader Cup Hole in One Sponsor - \$5,000

Event Promotional Benefits

- *A team of five golfers (4 + celebrity or your own team of five golfers) on BlackHorse Golf Club South course for the event*
- *Full page ad in printed program*
- *Two (2) hole sponsorship signs on two of the four Par 3 holes [Holes 7, 9, 14, and 16]*

Ongoing Yearly Promotional Benefits

- *Company link on the Partners page of the Literacy Advance of Houston website*
- *Acknowledgement as Event Sponsor in the corporate profile feature in the Spring, 2012 edition of Between the Lines newsletter (approximate distribution: 5,000)*

Sponsorship at the \$5,000 level provides instruction for 17 adults for one year, thereby impacting both the education and quality of life for their children.





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Reader Cup T Box Sponsor - \$3,500

Event Promotional Benefits

- *One team of five golfers (4 + celebrity or your own team of five) on BlackHorse Golf Club South course for the event*
- *Full page ad in printed program*
- *Signage on one hole [excluding holes 7, 9, 14, or 16 or those selected by Underwriter]*

Ongoing Yearly Promotional Benefits

- *Company link on the Partners page of the Literacy Advance of Houston website*
- *Acknowledgement as Event Sponsor in the corporate profile feature in one of the 2012 editions of Between the Lines newsletter (approximate distribution: 5,000)*

This sponsorship level provides FREE computer classes for a year.

Reader Cup sponsor - \$2,500

- *Team of five golfers (4 + celebrity or your own team of five) on BlackHorse Golf Club South course for event*
- *Recognition in written program*

This sponsorship level provides resources for 1 family literacy night.

Reader Cup individual player - \$500

- *Come and have a great day for a great cause!*

The ALL inclusive day of events includes: breakfast, lunch, beverages, raffle, contest prizes, live auctions, and an exciting round of golf with celebrities on the award winning BlackHorse Golf Club's South course.



Literacy Advance of Houston



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Registration

The Reader Cup Larry Dierker Celebrity Golf Tournament

Monday, February 27, 2012

BlackHorse Golf Club, 12205 Fry Road, Cypress, TX 77433

8:00 a.m. Registration & Breakfast • 9:30 a.m. Shotgun Start

Yes, I/we wish to participate in the Reader Cup.

- Reader Cup** Underwriter - \$25,000
- Reader Cup** Hall of Fame Underwriters - \$10,000
- Reader Cup** Beverage sponsor - \$5,000
- Reader Cup** Hole in one sponsor - \$5,000
- Reader Cup** T Box sponsor - \$3,500
- Reader Cup** Sponsor - \$2,500
- Reader Cup** Individual Player - \$500 each

Name _____

Company Name _____

Address _____ City _____ Zip _____

Phone _____ Email _____

Check in the amount of \$ _____ is enclosed. (Check # _____)

Charge this credit card:

American Express MasterCard Visa Discovery

Credit Card # _____ Exp. Date _____

Signature _____

To register, please complete and fax to 713.266.8889, e-mail to events@literacyadvance.org, or mail to Literacy Advance of Houston, 2424 Wilcrest Drive Suite 120, Houston, TX 77042. You also may register by calling Pat McCracken at 713.266.8777 ext. 22 or go online to our web site www.literacyadvance.org.

Literacy Advance of Houston is a 501(c)(3) non-profit organization. The mission of Literacy Advance is to *transform lives and communities through the doorway of literacy.*

Thank you to our event sponsors and business partners!



Literacy Advance of Houston

2424 Wilcrest, Suite 120 • Houston • Texas • 77042 • 713.266.8777 • www.literacyadvance.org