



# STOP THE SUMMER SLIDE

LITERACY DAY OF ACTION

## JUNE 20, 2019

United Way  
of Rutherford &  
Cannon Counties



Literacy is critical for a healthy society and the foundation of all learning. Early reading is linked to kindergarten readiness. Kindergarten readiness leads to third grade reading proficiency and third grade reading proficiency is tied to high school completion. There are many ways to help kids learn to read early, including participating in United Way's Literacy Day on June 20!

Will you join the fight?

# SPONSORSHIP

## PRESENTING SPONSOR - \$5,000

- Corporate name included in name of event, i.e. "Day of Action Presented by ABC Company" with industry exclusivity through sponsorship
- Premier logo placement on all collateral
- Exclusive name recognition in media and press releases
- A word from our sponsor at the Literacy Day
- Name inclusion on United Way website
- Recognition in social media
- 20 reserved volunteer spots

## COMMUNITY SPONSOR - \$2,500

- Logo on select promo items
- A word from our sponsor at Literacy Day
- Name inclusion on United Way website
- Recognition in social media
- 10 reserved volunteer spots

## GOOD NEIGHBOR SPONSOR - \$1,000

- Logo on select promo items
- Name inclusion on United Way website
- Recognition in social media
- 8 reserved volunteer spots

## PROJECT SPONSOR - \$500

- Name inclusion on United Way website
- Recognition in social media
- 6 reserved volunteer spots

## PATRON - \$250

- Recognition in social media
- 2 reserved volunteer spots

For questions, contact Leigh Ann Lamb or Casey Warren:  
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*Consult with your tax advisor for deductibility information.*

