



Nashville Adult Literacy Council

Literacy Matters Virtual Breakfast *Sponsorship Opportunities*

What is the Literacy Matters Virtual Breakfast?

Annually, NALC hosts an event honoring learners, volunteers, and supporters. This year, NALC has revamped their annual gathering to meet in an online space. The Literacy Matters Virtual Breakfast will convene our community to celebrate our adult learners who quietly strive to improve their lives through literacy, the volunteer tutors who help them, and our dedicated staff. We share stories that inspire the soul and remind us of our purpose.



Why Partner with NALC?

By sponsoring Literacy Matters, you are seen by all of Nashville as an NALC supporter. You help deliver vital literacy services to those who want to learn reading, writing, and English-speaking skills. These skills translate into successes like job promotions, improved parental support in schools, and better self-esteem; and they prevent issues like poverty, incarceration, and illness. A dollar invested in NALC is a dollar multiplied throughout our community. Your partnership makes a difference.



Reach out to Mary Beth Harding, mharding@nashvilleliteracy.org, to get involved!

Sponsorship Opportunities

PRESENTING SPONSOR **\$5,000**

Pays for one classroom teacher for one term

Includes all Major Sponsor Level Benefits, plus:
Opportunity to provide swag to all participants
Opportunity to speak and have branding included during event
Opportunity to speak or present an award at the event

MAJOR SPONSOR **\$2,500**

Buys online learning licenses for 25 learners

Includes all Supporting Sponsor Level Benefits, plus:
Logo and link to sponsor's homepage on NALC website for a full year
Logo inclusion on all media used to advertise the event
Mentioned in a NextDoor post to Sylvan Park neighbors

SUPPORTING SPONSOR **\$1,000**

Provides Zoom licenses for NALC teachers

Includes all Friends of Level Benefits, plus:
Sponsor name and link to homepage on NALC website
Company name on digital & printed promotional materials
Recognition by NALC CEO or board member at event

FRIEND OF **\$500**

or in-kind donations

Purchases two laptops for remote learners

Includes:
Inclusion on social media posts across 3 platforms
Company name and link included in e-newsletter

Special partnership opportunities are available to sponsors above \$5,000. Please reach out to learn more.

About Nashville Adult Literacy Council

Since 1982, the Nashville Adult Literacy Council has worked to empower adults in our community through literacy. NALC offers a safe, supportive environment for people who need help improving their literacy level or English proficiency. Without proficient reading and language skills, everyday tasks such as helping a child with their homework, filling out a job application, or reading bills become real struggles. Many people spend their whole lives hiding their literacy issues from those closest to them.

Our programs are designed to offer students the support they need through tailored classes and one-on-one tutoring, helping them meet goals – from getting a high school diploma to writing a love letter for a spouse for the very first time.

Despite facing some of the toughest challenges in NALC's history the past two years, our learners are achieving their goals like we've never seen! The resiliency and dedication of our learners inspires us. With your help, we can do even more.

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