



September 8, 2014

Hello Potential Sponsor,

Please allow me to share with you an exciting opportunity for your organization to participate in Readers' Showcase 2015, a student literacy event presented by Anglophone East School District. We encourage you to partner with us as a sponsor of this event.

The Readers' Showcase is a chance for students in grades 6-12 to share with others their passion for reading in a creative way. The overall goal of this project is to enhance literacy and related skills, such as critical and creative thinking, which are identified as key competencies of the 21st century workplace.

Readers' Showcase takes place at Crandall University Friday, February 20, 2015. This is a collaborative event involving community, businesses, local colleges and universities, the provincial Department of Education and Early Childhood Development, and various professional organizations. Participants will highlight a favorite book they have read, either as an individual reader or together with peers and family.

The success of Readers' Showcase is dependent upon the partnership and support of community-minded organizations like yours who recognize the importance of literacy. We have outlined the options for your involvement. Please refer to the second page of this document for sponsorship information.

We are very excited to present our first Readers' Showcase and look forward to your involvement as a partner.

Sincerely,

Shaune Coughlin

Shaune Coughlin, ASD-E Literacy Mentor, Middle School

Readers' Showcase Committee Chairperson

shaune.coughlin@nbed.nb.ca



Readers' Showcase Sponsorship Packages (Donation/In-kind Value as Indicated)

Bronze (\$100)

- Corporate Logo included on event main entrance banner

Silver (\$250)

- Corporate Logo included on event main entrance banner
- Skirted 8-foot display table and chairs

Gold (\$500)

- Corporate Logo included on event main entrance banner and pamphlet
- Corporate Logo displayed on Readers' Showcase website
- Skirted 8-foot display table and chairs

Platinum (\$1000)

- Corporate Logo included on event main entrance banner and pamphlet
- Corporate Logo and link to company website to be included on Readers' Showcase website
- Skirted 8-foot display table and chairs
- Opportunity for company representative to participate during opening or closing ceremonies

*A Gift to the Crown receipt for tax purposes can be issued to companies/individuals for donations only.