



LITERACY NASSAU'S



CHALLENGE FOR 2010

# IT'S THE FUN EVENT OF THE SEASON

## Literacy Nassau's 2010 (un)SCRABBLE Challenge



*Great networking!*  
*A fabulous new location!*  
*Superb food, beverages, & dessert!*  
*Raffles galore!*  
*And of course, (un)SCRABBLE!*



MONDAY, MARCH 15, 2010 ~ 6 PM  
CHATEAU BRIAND, OLD COUNTRY ROAD, WESTBURY

*Honoring Long Island Charity Superstar*

**SHARON GROSSER**

Director of External Affairs, Madison National Bank  
Board Member, Madison National Foundation

We've created a variety of new ways to become involved in (un)SCRABBLE, including an array of sponsorship opportunities, "Go Team Go" package, commemorative program ads, and raffle donations.

What sets (un)SCRABBLE apart from other events is this: While it's Literacy Nassau's most significant annual fund-raiser, it's also a terrific fun-raiser for those who attend. Come with your company, friends, and colleagues to play (un)SCRABBLE .

Visit [www.LiteracyNassau.org](http://www.LiteracyNassau.org) for sponsorship, raffle, advertising & participation forms. For additional information, please call 516.867.3580 or write to [mail@LiteracyNassau.org](mailto:mail@LiteracyNassau.org).

Literacy Nassau is the only no-cost, learner-centered literacy organization in Nassau County providing one-to-one and small group tutoring for adults who seek to improve their basic literacy or English speaking skills. What better way to celebrate the spirit of our mission than with words – (un)SCRABBLE words, that is!



## CHALLENGE FOR 2010

### SPONSORSHIP OPPORTUNITIES

#### EXCLUSIVE CENTER TILE SPONSORSHIP

\$15,000

- ◆ Logo/name with prominent placement in promotional materials, commemorative program, advertisements and email marketing campaign
- ◆ Full page, inside front cover ad in commemorative program
- ◆ Recognition in upcoming Literacy Nassau newsletter
- ◆ Company banner displayed at event
- ◆ Name included in signage at event
- ◆ Special recognition from the podium at event
- ◆ 3 tables (30 tickets) in prime location at event

#### TRIPLE WORD SCORE SPONSORSHIP

\$7,500

- ◆ Logo/name on all promotional materials, commemorative program, advertisements and email marketing campaign
- ◆ Full page, inside back cover ad in commemorative program
- ◆ Recognition in upcoming Literacy Nassau newsletter
- ◆ Company banner displayed at event
- ◆ Name included in signage at event
- ◆ Recognition from the podium at event
- ◆ 2 tables (20 tickets) in premier seating at event

#### DOUBLE WORD SCORE SPONSORSHIP

\$ 5,000

- ◆ Logo/name on all promotional materials, commemorative program, advertisements and email marketing campaign
- ◆ Full page ad in commemorative program
- ◆ Company banner displayed at event
- ◆ Name included in signage at event
- ◆ Recognition from the podium at event
- ◆ 1 table (10 tickets) to the event

#### BINGO WORD\* SCORE SPONSORSHIP

\$ 2,500

- ◆ Logo/name on all promotional materials, commemorative program, advertisements and email marketing campaign
- ◆ Full page ad in commemorative program
- ◆ Company banner displayed at event
- ◆ Name included in signage at event
- ◆ 6 tickets to the event

*\*when a player uses all seven letters in one play*



## CHALLENGE FOR 2010

### AND THERE'S MORE!

#### GO TEAM GO PACKAGE

\$ 1,000

- ◆ A great new way to support your (un)SCRABBLE team
- ◆ 1 table (10 tickets) to the event
- ◆ Half page ad in commemorative program

#### COMMEMORATIVE PROGRAM ADVERTISING OPPORTUNITIES \*

- |                              |       |
|------------------------------|-------|
| ◆ Full page ad (8" x 10")    | \$500 |
| ◆ Half page ad (8" x 5")     | \$300 |
| ◆ Quarter page ad (4" x 5")  | \$175 |
| ◆ Eighth page ad (4" x 2 ½") | \$100 |

\* Submit ads as PDF/Word/Publisher file via email to [mail@LiteracyNassau.org](mailto:mail@LiteracyNassau.org)

#### INDIVIDUAL TICKETS

\$ 75

#### RAFFLE DONATIONS

- ◆ Display of your raffle donation at the event
- ◆ Listing in raffle flyer at event
- ◆ Recognition in upcoming Literacy Nassau newsletter
- ◆ Here's what raffle donors need to do:
  - Provide our Raffle Committee member with a full description of your raffle donation. If donating a basket, please include a listing of its contents. Please use the form enclosed.
  - Arrange to have your donation delivered to the location designated by our Raffle Committee member no later than February 22, 2010.

#### VOLUNTEERS

- ◆ The (un)SCRABBLE Committee is busy at work planning the 2010 Challenge. There are many committee jobs to be filled.
- ◆ Volunteers are also needed the day and evening of the event.
- ◆ If you, a family member, a co-worker or other colleague would like to volunteer, please call Literacy Nassau at 516.867.3580.

LITERACY NASSAU'S



CHALLENGE FOR 2010

PLEASE INDICATE THE SPONSORSHIP LEVEL YOU HAVE SELECTED

- Exclusive Center Tile Sponsorship \$15,000
- Triple Word Score Sponsorship \$ 7,500
- Double Word Score Sponsorship \$ 5,000
- Bingo Word Score Sponsorship \$ 2,500

PLEASE INDICATE YOUR "AND THERE'S MORE" SELECTIONS

- Go Team Go Package \$ 1,000
- Commemorative Program Advertising Opportunities
  - Full page ad \$ 500
  - Half page ad \$ 300
  - Quarter page ad \$ 175
  - Business card size ad \$ 100
- Individual Tickets: Number of tickets \_\_\_\_\_ @ \$75 each. Total = \$ \_\_\_\_\_

NAME (Company, organization, individual – list exactly as it will appear on materials) \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

TOTAL AMOUNT \$ \_\_\_\_\_  I HAVE ENCLOSED MY CHECK MADE PAYABLE TO LITERACY NASSAU

I AM PAYING BY CREDIT CARD – CIRCLE ONE:    MASTERCARD    VISA    AMERICAN EXPRESS

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ SEC. CODE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_



CHALLENGE FOR 2010

TO BE COMPLETED BY RAFFLE DONORS

COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

**DONATION DESCRIPTION (PLEASE BE SPECIFIC AND LIST ALL ITEMS, INCLUDING THOSE IN BASKETS)**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(un)SCRABBLE COMMITTEE MEMBER**

NAME \_\_\_\_\_

CONTACT INFORMATION \_\_\_\_\_

\_\_\_\_\_