OAKLAND LITERACY COALITION

LITERACY & JUSTICE FOR ALL

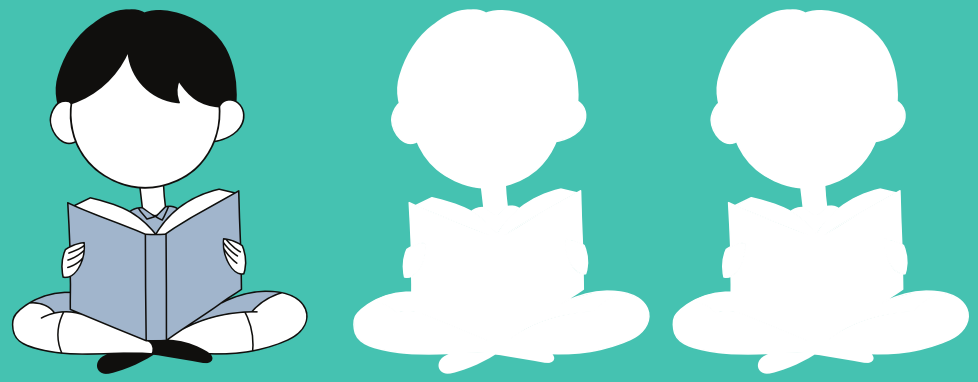
THE OAKLAND LITERACY SYMPOSIUM

SPONSORSHIP OPPORTUNITIES

Oakland's Literacy Crisis:

Only 1/3

of Oakland students are reading on or above grade-level



The Foundational Importance of Reading

Reading success is a key indicator of future success in school and life.

In third grade, children go from learning to read, to reading to learn.

Third-grade reading proficiency is also a powerful indicator for future success in school and high school graduation.

> The Coalition provides a vital gathering place, a fountain of energy for literacy providers as they advance their on-the ground work for kids.

Oakland Literacy Coalition brings together partners to work for a future where every Oakland child learns and loves to read, thrives in school, and leads a productive and fulfilling life.

Our Approach

LEARN

Continuous learning and information sharing to support effective practice

COLLABORATE

Networking, partnership development, and coalition membership

CHAMPION LITERACY

Awareness building, advocacy, and opportunities to take action

A virtual, accessible, and affordable conference for literacy & learning

YOUR SUPPORT OF THE 2021 SYMPOSIUM WILL:

Deepen community commitment to literacy as a tool for equity and driver of change.

Equip educators and frontline youth workers with best practices for improving literacy outcomes for Oakland youth

Strengthen literacy services across the spectrum of service providers in Oakland.

Recognize and renumerate the wisdom and talent of local educators and experts who will share their expertise with peers

THE OLC IS GRATEFUL FOR OUR MANY PARTNER ORGANIZATIONS COMMITTED TO LITERACY FOR ALL

girls inc. of Alameda County

SAFE passages

OAKLAND LITERACY COALITION

EBAC
EAST BAY AGENCY FOR CHILDREN

OAKLAND PROMISE
OPPORTUNITY CHANGES EVERYTHING®

EVERY STUDENT THRIVES! EVERY STUDENT THRIVES!

OAKLAND UNIFIED SCHOOL DISTRICT
Community Schools, Thriving Students

CHILDREN RISING

AIM HIGH

READING PARTNERS

STEPHEN & AYESHA CURRY'S
EAT.LEARN.PLAY.

OPL
Oakland Public Library

Raising A Reader

CARES FOR LEARNING
CONFIDENT + CAPABLE ADULTS THROUGH RELATIONSHIP & EVIDENCE-BASED SUPPORT

Friends of the Oakland Public School Libraries

springboard COLLABORATIVE

Sponsorship Opportunities

Corporate & Mid- to Large-Size Companies

	BERENSTAIN BACKER $20,000	LITERACY LORAX $10,000	GIVING TREE $5,000	CORDUROY COMPANION $2,500	BOOKWORM BUDDY $1,000
Feature in OLC social media & newsletter with 1200+ subscribers	✓	✓	✓	✓	✓
Branded virtual waiting room & key visibility throughout event	✓	✓	✓		
Family Literacy Day Volunteer Activity for up to 10 employees	✓				
Logo placement on website	Title/top - logo	Middle - logo	Middle - logo	Bottom - logo	Bottom - Name
Ad in program booklet	Full-page Ad	Half-page Ad	Quarter-page Ad	Logo only	Name Only
Inclusion in Swag Bag to attendees	Branded gift	Branded gift	Branded gift	Coupon/Flyer	Coupon/Flyer

Sponsorship Timeline

1

JOIN OLC AS A SPONSOR

Respond as early as possible to take full advantage of sponsorship benefits.

2

SUBMIT COLLATERAL

Provide high-res logo & ad artwork by July 1, 2021

3

FEATURED IN SOCIAL & DIGITAL CAMPAIGNS

July-Sept 2021, your organization will be featured in digital marketing materials related to the Symposium

4

EVENT RECOGNITION

Oct 2021, your organization will have high visibility to 400+ attendees at the Symposium

Want to sponsor at another level, or don't see a particular partnership opportunity listed?

Contact Sanam Jorjani

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OAKLAND LITERACY COALITION
Save
Let's Talk!
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Thank you for your consideration of sponsorship!
THE OAKLAND LITERACY SYMPOSIUM