



Learn. Collaborate. Champion.

Symposium Sponsorships Contract

The Oakland Literacy Coalition (OLC) invites qualified candidates to submit proposals for a 6-month contract (with possibility of extension) to solicit and manage sponsorships for the third annual [Literacy & Justice for All Symposium](#) that will take place on March 1-2, 2024. The consultant will bring in sponsorships from corporate, foundation, nonprofit, and individual partners to meet a minimum of \$150,000 and manage sponsor benefits and logistics.

Literacy and Justice for All 2024 is a dynamic two-day symposium focused on promoting effective practice in literacy and reading skills and mobilizing the field of learning professionals around literacy as a vehicle for social justice and transformational life outcomes.

This is an independent contractor position and compensation will be based on an hourly rate.

RESPONSIBILITIES & DUTIES:

- **Orientation and Understanding** - undertake a review of key materials to ensure deep and thorough understanding of the Symposium and current/past sponsors. This will include a materials review and meetings with appropriate staff.
- **Sponsorship Plan & Collateral** - Refine and build out the sponsorship plan and pitch materials with compelling messaging and sponsor benefits to attract different types of potential sponsors.
- **Sponsorship Outreach** - conduct research and expand a list of potential sponsors and conduct outreach to solicit sponsorships. Support the Founding Co-Directors and Board of Directors to set up meetings, prepare asks, and manage follow ups.
- **Sponsorship Benefits Management** - Track and manage the sponsor benefits offered/awarded to each sponsor and manage communications with sponsors and collections of materials.

KNOWLEDGE, SKILLS, AND EXPERIENCE YOU'LL BRING TO THE OLC:

- Nonprofit fundraising experience, particularly with soliciting and managing event sponsorships.
- Polished, persuasive, and authentic interpersonal and written communication skills. Skilled storyteller with the ability to craft inspiring narratives about the OLC's work and impact.
- You are an outstanding, highly organized, and efficient project manager.
- Meticulous attention to detail and accuracy.
- You hold high standards for your quality of work, take ownership of your goals, and demonstrate accountability for performance and results.

PROPOSAL REQUIREMENTS

Proposers must submit a detailed proposal which includes, at a minimum, the following:

- Describe your background, experience, and qualifications.
- Detail the process you would use in identifying potential sponsors.
- List your experience in managing a sponsorships program and/or soliciting donors.
- Provide 1-3 work samples demonstrating your writing, project plan, and/or fundraising collateral. Please remove any proprietary information prior to submitting.
- Provide at least three (3) references including the name of contact, affiliation, address, direct telephone number and email address.

FEE SCHEDULE

Describe in detail the fee structure you propose for providing contract fundraising services. Fee schedule should be all-inclusive and presented on an hourly basis. Contractor will invoice and be paid monthly.

We anticipate 15-20 hours per week.

RFP SUBMISSION PROCESS

Proposals should be submitted by Friday, June 9, 2023, in one PDF file to Cassie Perham at jobs@oaklandliteracycoalition.org. Please put "Symposium Sponsorships Contract" in the subject line.

Proposals not meeting the criteria outlined in the RFP will not be considered.

AWARD

The OLC plans to award the contract by mid-June. We will then mutually discuss and refine the scope of work with the selected applicant and shall negotiate final conditions, compensation, and schedule.

ABOUT THE OAKLAND LITERACY COALITION

Building a future where all Oakland students are afforded their civil right to literacy will take all of us. That's why the OLC fosters a diverse coalition of community organizations and agencies with the mission of working together to ensure that every Oakland child learns and loves to read.

Through our 2023-2026 [strategic plan](#), we are growing our programs and organization to deepen our impact as an effective and sustainable literacy hub for Oakland. Our passionate and entrepreneurial team, led by two women Founding Co-Directors, takes pride in fostering a positive culture of excellence, collaboration, continuous learning, accountability, and integrity in line with our [guiding beliefs and values](#).

ANTI-DISCRIMINATION POLICY + COMMITMENT TO DIVERSITY

The Oakland Literacy Coalition is an equal opportunity and affirmative action employer committed to creating a diverse staff and inclusive environment. *We especially encourage members of historically marginalized communities to apply for this role.*

In compliance with applicable laws, the Oakland Literacy Coalition does not discriminate on the basis of age, race, ethnicity, color, national origin or ancestry, cultural background, religion, sex, gender identity or expression, sexual orientation, marital status, physical or mental disability, medical condition, veteran status, primary language, citizenship, or immigration status.