

read ahead presents

Books AND Beyond

Gala Sponsorship Opportunities

Monday, May 15, 2017
Tribeca Rooftop
2 Desbrosses Street
New York, NY

6:00 pm: Cocktail Hour & Silent Auction
7:00 pm: Dinner & Program

readahead.org/gala2017

2017 ANNUAL BENEFIT GALA: BOOKS & BEYOND

OUR IMPACT

Read Ahead is a reading-based mentoring program for elementary school students. Volunteer reading mentors from our corporate and community partners are matched with students for the school year to read and spend time together during the students' lunch hour each week. As they work closely with their mentors, our students develop confidence and other social and emotional skills crucial for success.



1,200 mentors



1,000 students



15,000 hours of mentoring sessions

OUR CELEBRATION



Since 2002 Read Ahead has hosted an annual gala that celebrates the commitment of our reading mentors, whose service has helped bring the love of reading to over 20,000 elementary students in New York City since its founding and raises critical funds to serve even more students in our program.

The gala celebration will feature a cocktail hour, live and silent auctions of amazing luxury items and one-of-a-kind experiences, and a gourmet three-course dinner.

We are excited to celebrate this event at Tribeca Rooftop, a new venue that has breathtaking views of the city.

OUR HONOREE

LATHAM & WATKINS LLP

Read Ahead is delighted to celebrate Latham & Watkins as our honoree this year.

Throughout our 12-year partnership, Latham & Watkins has provided over 420 volunteers serving approximately 300 students. Last year, John Giouroukakis, Partner at Latham & Watkins and a reading mentor for the past six years, joined Read Ahead's Board of Directors, demonstrating leadership and a deep commitment to our mission.

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2017 Annual Benefit Gala: Books & Beyond

TABLE & TICKET OPPORTUNITIES

Please consider joining an active, influential, and expanding community of supporters as an official table sponsor at our Books & Beyond Gala, which will host over 275 guests. With the support of your organization, Read Ahead can better serve the 1,000 students who participate in our reading-based mentoring program.

As a proud supporter of the Read Ahead mission, you can contribute to the Books & Beyond Gala at one of the following levels:



Literacy Advocate at \$10,000

- Seating for a table of 10
- Recognition in promotional materials
- Complimentary full-page ad in gala digital journal



Page Turner at \$5,000

- Seating for 5 at a table of 10
- Recognition in promotional materials
- Complimentary half-page ad in gala digital journal



Supporter Ticket(s) at \$1,000

- Premier seating for one
- Listing in gala program

For more information about these opportunities or to discuss customizing the benefits to meet your needs, please contact Senior Director, Development and Communications, Nichole Martini (nmartini@readahead.org).

2017 Annual Benefit Gala: Books & Beyond

AUCTION DONOR OPPORTUNITIES

The success of our auction is due to the high-quality items we present to our guests. We are looking to have 30 premier items for our silent, live, and online platforms. Items or packages from the following categories will ensure a successful auction:

- Luxury travel experiences
- Experiences or "meet and greets" with celebrities (athletes, entertainers, CEOs, etc.)
- TV experiences (set visit, walk-on role, show tickets, etc.)
- Priceless experiences (private dining at top restaurants, award shows, etc.)
- Luxury fashion items or experiences
- Premier concert, theater, or sports tickets or packages
- Packages for a stay at a luxury hotel or visit to an exclusive salon
- Personal training sessions or memberships at an elite gym
- Access to renowned golf courses



Your in-kind donation will help us reach our goal and contribute to the gala's overall success.

AUCTION DONOR BENEFITS

- Logo or name recognition on gala website and social media platforms
- Opportunity to provide branded materials to all of our guests in gift bags
- Complimentary ticket to the gala cocktail hour prior to the gala
- All contributions are tax-deductible

For more information about these opportunities, please contact
Senior Manager, Events and Stewardship, Eboné Gaskins
(egaskins@readahead.org)

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DIGITAL JOURNAL OPPORTUNITIES

Read Ahead is pleased to offer digital journal ad placement opportunities at the gala. Journal ads present a unique opportunity to:

- Reach an elite audience of prominent New Yorkers
 - Congratulate an honoree or volunteer
- Celebrate a Read Ahead partner's contributions to the community
 - Promote a company's products or services

SPONSORSHIP LEVEL	CONTRIBUTION	AD SIZE	SCREEN TIME
Champion	\$5,000	Full Page	60 Seconds
Advocate	\$3,000	Full Page	30 Seconds
Mentor	\$1,500	Half Page	30 Seconds
Friend	\$500	Quarter Page	30 Seconds

Previous ad sponsors include

 BUCHBINDER

 Crowe Horwath.

RR DONNELLEY



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