



## **SPONSORSHIP PACKET**

**Saturday July 22, 2017**

*Virginia Wesleyan College,  
Rose Lawn,  
Virginia Beach*

**10:00 am-12:00 pm**





## WHAT IS THE REACH SURVIVOR CHALLENGE?

The REACH Survivor Challenge is a competition where teams compete in a series of fun “*survivor-style*” obstacles. This is a great team and leadership-building activity as well as a huge networking and marketing opportunity– *there were over 200 attendees in 2016 with representatives from some of Hampton Roads’ top employers.*

### THE TEAMS...

- Each team consists of eight participants (*Teams may have ten members; however, only eight can compete in each event.*)
- Employees of participating businesses and organizations are eligible to participate along with friends and family aged 16 and older.
- Water, drinks and lunch will be provided.
- Smaller companies and organizations are welcome to combine with others to form a team.
- Challenge your vendors or regional competitors in a “face-off” for our great charity!

### THE LITERACY OBSTACLE COURSE...

Each year, we create obstacles that will test the skills of the athlete in us all, as well as that of the non-athlete. All events have a scoring system and winner is the team with the highest score. The obstacles change from year to year, so returning teams do not have an advantage.

### WHY REACH?

“The single most significant factor influencing a child’s early educational success is an introduction to books and being read to at home prior to beginning school.” National Commission on Reading, 1985

**REACH provides reading programs to at-risk and homeless children every week at eleven homeless shelters and partner organizations in Virginia Beach, Portsmouth, Suffolk, Chesapeake, Norfolk, Newport News and Williamsburg.**

Communities ranking high in achievement tests have several factors in common: an abundance of books in public libraries, easy access to books in the community at large and a large number of textbooks per student.” Newman, Sanford, et al. “*American’s Child Care Crisis: A Crime Prevention Tragedy*”; *Fight Crime: Invest in Kids*, 2000

**REACH gave away 15,756 free books and provided 987 children in 11 shelters with quality reading programs in 2016. Help us do this again by coming out to play, or volunteer!**

# SPONSORSHIP



## Top Reasons to be a REACH Survivor Sponsor

Help local homeless children receive quality reading programs and free books every week.

Promote your organization & volunteer as a REACH Partner in Reading.

Increase your visibility throughout our community.

Team building and leadership training through silly games-all for a great cause!

Sponsor Benefits	Wild Thing \$3000	Dr. Seuss \$2000	Giant Peach \$1000	Stuart Little* \$500
Recognized on our website and our electronic newsletter as a REACH Partner in Literacy	✓	✓	✓	✓
On-Site Marketing Sponsor	✓	✓	✓	
Company Signage or Banner at Event	✓			
Listed on all Print Materials	✓	✓		
Recognized from the Podium at the Beginning and Closing of the Event	✓			
Recognition in All Event Media Coverage as Premier Sponsor	✓			
Direct Marketing in Team Registration Materials and Welcome Table	✓			
Up to Five Teams of Participants Each	✓			
Two Teams of 8 Participants		✓		
One Team of 8 Participants			✓	
Recognized as a Food Sponsor		✓		

REACH, Inc. is a 501(c) 3 and all sponsorships are tax-deductible.

**\*Military, Educator, Fire-Safety, Read Aloud Team or your Student Teams\*\***  
Challenge your command, squad, fellow teachers or student organizations to participate as a team and challenge a rival group on the field (e.g. *FD vs. PD, Army vs. Navy, Theta Chi vs. Kappa Sigma*).

We will offer a discounted rate to your group for **\$500** per 8 participants. All must be active or retired military, public educators, current students or local fire & safety personnel.

\*\* College/University/Greek Organizations

**Thank you for your support!**

[www.reachreads.org](http://www.reachreads.org)

