



get in the game

WEDNESDAY
April 1

The Paramount
7:00 P.M.
TICKETS \$20



 *Literacy Volunteers Charlottesville-Albemarle*

 *LVCA_Wordplay*

www.literacyforall.org

Wordplay is a team-based competition for people who love words, vocabulary, pop culture, history, literature, and showing off how smart they are. Each team is composed of three people from a local business or organization. The audience is invited to play along and cheer for their favorite team!

Wordplay is the annual fundraiser for Literacy Volunteers of Charlottesville/Albemarle. LVCA is an independent, non-profit organization that addresses low literacy and under-education among adults in our region through free, individualized reading, writing and English language instruction.

Thank you to our 2019 sponsors:



The Daily Progress



wordpLAY

2020 SPONSORSHIP & TEAM INFORMATION

Wednesday, April 1, 2020 | The Paramount Theater

CHARLOTTESVILLE'S GAME SHOW FOR TRIVIA LOVERS

Calling all trivia buffs, it's time for Wordplay! Assemble your team, drill those facts, review your pop-culture references, and get ready to compete in the thirteenth year of Wordplay. Team space is limited, so register today!

WHAT'S WORDPLAY?

Wordplay is a team-based trivia competition for people who love words, vocabulary, pop-culture, history, literature, and showing off their smarts. Each team comprises three people from a local business or organization. The audience is invited to play along and cheer for their favorite team!

WHO BENEFITS?

Wordplay is the annual fundraiser for Literacy Volunteers of Charlottesville/ Albemarle. LVCA is an independent, non-profit organization that offers free, confidential, individualized basic literacy and ESOL instruction to approximately 460 adults each year. Team sponsorship covers our cost of supplying educational services to one student for six months.

HOW DO WE PARTICIPATE?

To participate as a team, choose a sponsorship level from the following pages - team sponsorship starts at \$600. Sponsors can also donate in-kind goods of the same value in place of their team fee. Sponsorships without team participation are also available.



LVCA by the numbers in FY 2019:

 459
Students

 417
Tutors

 31,625
Volunteer Hours

READY TO BE A PART OF SOMETHING AWESOME?

We are happy to answer your questions and register you for the most fun you'll have at a fundraising event this year! Contact Heather Tebbenhoff at 434-977-3838 or heather@literacyforall.org.



Two-time Wordplay champions, *Best Western*: Western Albemarle High School teachers, Jill Williams, Dan Bledsoe, and Lani Hoza.

wordplay

Charlottesville's Game Show for Trivia Lovers

	MARQUEE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	TEAM SPONSOR
Promotion as Presenting Sponsor	\$10,000	\$5,000	\$2,500	\$1,000	\$600
Opportunity to address the audience during Wordplay	✓				
Name on the Paramount marquee and on event tickets	✓				
Full-page recognition on back cover of event program	✓				
Full-page recognition on inside cover of event program		✓			
Full-page recognition inside the event program			✓		
Half-page recognition inside the event program				✓	
Quarter-page recognition inside the event program					✓
Logo to remain on LVCA website for one year	✓	✓			
Logo & name on promotional materials	✓	✓	✓		
Listing on LVCA website during Wordplay promotions	✓	✓	✓	✓	✓
One team (3 players) in the competition	✓	✓	✓	✓	✓
Three audience tickets + reduced prices on additional tickets	✓	✓	✓	✓	✓

Professionally produced video and print ads • Trivia Tweets beginning mid-January, featuring teams and sponsors •

"Crowd-sourcing" – individuals can raise team fees online and help promote the event • Pre-game reception for all players with food & drink

Other Sponsorship Opportunities

We understand not everyone is able to send a team to the competition. For that reason, we've added sponsorship opportunities that help support the event while providing multiple benefits to our sponsors. Please contact Heather to coordinate sponsorships at these levels.



BOX OFFICE SPONSOR

\$175

Includes:

- Sponsorship listed in the program

STAGE HAND SPONSOR

\$250

Includes:

- Sponsorship listed in the program

AUDIO VISUAL SPONSOR

\$500

Includes:

- Listing on LVCA website during promotions
- Quarter-page recognition inside the program
- Two audience tickets to Wordplay

LOUNGE SPONSOR

\$950

Includes:

- Listing on LVCA website during promotions
- Quarter-page recognition inside the program
- Two audience tickets to Wordplay

VIDEO/PHOTOGRAPHY SPONSOR

\$1,1200

Includes:

- Logo and name on promotional materials
- Listing on LVCA website for one year
- Half-page recognition inside the program
- Two audience tickets to Wordplay

DRINK SPONSOR

\$1,500

Includes:

- Logo and name on promotional materials
- Listing on LVCA website for one year
- Half-page recognition inside the program
- Two audience tickets to Wordplay

FOOD SPONSOR

\$3,000

Includes:

- Logo and name on promotional materials
- Listing on LVCA website for one year
- Half-page recognition inside the program
- Two audience tickets to Wordplay

2019 SPONSORS



wordplay

A benefit event for Literacy Volunteers of Charlottesville/Albemarle

The Paramount Theater • April 1, 2020
Players' Reception 6 p.m. • Trivia 7–9 p.m.

Individual/Business/Organization _____

Contact Person _____ Phone _____

Address _____ E-mail _____

Team Registration

Team Name _____

Player #1 _____ E-mail _____

Player #2 _____ E-mail _____

Player #3 _____ E-mail _____

Sponsorship Level

\$10,000 Marquee Sponsor

\$5,000 Gold Sponsor

\$2,500 Silver Sponsor

\$1,000 Bronze Sponsor

\$600 Team Sponsor

(Note: Contributions less than \$600 do not include a team)

Additional Audience Tickets

LVCA offers discounted audience tickets to team sponsors. If you are a school, church, non-profit, or book group you can purchase audience tickets at the price of \$10 each, all other teams will be able to buy them for \$15 each. General audience tickets are \$20 each. Please let us know if you'd like to reserve additional tickets for your team at the reduced rates. Yes, reserve us _____ tickets.

Payment Options

Checks can be made payable to "LVCA" and mailed to

Literacy Volunteers of Charlottesville/Albemarle, 223 4th Street NW, Box L, Charlottesville, VA 22903

Pay online at www.literacyforall.org/wordplay Check here if you'd prefer to be invoiced.

All proceeds from this event go to support LVCA's mission of enriching the lives of over 460 adults in our community each year by improving their reading, writing and English speaking skills. Thank you!