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.

THURSDAY, March 31
The Paramount
7:00 p.m.
GENERAL AUDIENCE
TICKETS $20

Thank you to our most recent sponsors:

Literacy Volunteers Charlottesville-Albemarle

www.literacyforall.org
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. After a two-year hiatus, the thirteenth year of Wordplay is here! 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!

HOW DO WE PARTICIPATE?

To participate as a team, choose a sponsorship level from the following pages. Teams can pay online, send a check, or utilize online crowdsourcing to raise their fee. Sponsors can also donate in-kind goods of the same value in place of their team fee. Sponsorships without team participation are also available.

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 260 adults each year. Team sponsorship covers our cost of supplying educational services to one student for six months.

LVCA by the numbers in FY 2021:

- 262 Students
- 226 Tutors
- 12,151 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 Michelle Abban at 434-977-3838 or michelle@literacyforall.org.
Two-time Wordplay champions, *Best Western*: Western Albemarle High School teachers, Jill Williams, Dan Bledsoe, and Lani Hoza.

**Charlottesville’s Game Show for Trivia Lovers**

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Marquee Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Team Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$600</td>
</tr>
</tbody>
</table>

- **Promotion as Presenting Sponsor**
- **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**
- **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 Michelle 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**

$1,200
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

2022 SPONSORS
A benefit event for Literacy Volunteers of Charlottesville/Albemarle

The Paramount Theater • March 31, 2022
Players’ Reception 5:30 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.

General Audience ____ x $20 = ____

Additional Team ____ x $15 = ____

Church/NPO/Book Group ____ x $10 = ____

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 approximately 260 adults in our community each year by improving their reading, writing and English speaking skills.

Thank you!