



**THURSDAY,
April 25**

**The Paramount
7:00 p.m.**



Wordplay is a team-based trivia competition for people who love words, vocabulary, pop culture, history, literature, and showing off how smart they are. Teams of three players compete from the comforts of their seats at The Paramount.

Wordplay is the annual fundraiser for Literacy Volunteers of Charlottesville/Albemarle. LVCA is an independent, nonprofit organization that promotes adult literacy through equitable, inclusive, free, confidential, one-to-one English and Citizenship tutoring. Funds raised through Wordplay support adult learners as they achieve their educational goals.

www.literacyforall.org/wordplay



Literacy Volunteers Charlottesville-Albemarle



literacyvolunteers



2024 SPONSORSHIP & TEAM INFORMATION

Thursday, April 24 | 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. **Space is limited to 40 teams, 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 how smart they are. Teams of three players compete from the comforts of their seats at The Paramount.

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 crowd-sourcing to raise their fee. Sponsors can also donate in-kind goods of the same value in place of their team fee.

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 adults.

LVCA by the numbers in Fiscal Year 2023:



370
Adult
Learners



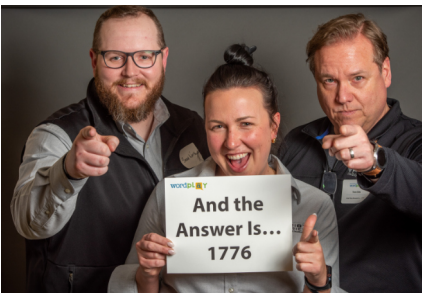
250
Volunteer
Tutors



48
Native
Countries



43
First
Languages



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 at 434-977-3838 or heather@literacyforall.org.



Charlottesville's Game Show for Trivia Lovers

MARQUEE SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	TEAM SPONSOR
\$10,000	\$5,000	\$2,500	\$1,000	\$600
✓				
✓				
✓				
✓	✓			
		✓		
			✓	
✓	✓			✓
✓	✓	✓		✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓



2023 Wordplay champions, *We're Fully Booked* from Maxient. Players Aaron Hark, Candice Hark, and Tanner Chesney.

- 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

Every year our team looks forward to Wordplay. There is no event like it in Charlottesville. From the unique format and challenging trivia questions to the enthusiastic competitors and their costumes, it is always fun night. We would want to participate even if it were a standalone event, but the fact that it supports the important work of LVCA makes our company's support an easy choice. Investments in adult literacy are life changing for the individual and beneficial to our community at large. We're happy to support LVCA and can't wait for this year's Wordplay! — Candice, Maxient's *We're Fully Booked*

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 a sponsorship at these levels.



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

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

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

LOUNGE SPONSOR

\$950

Includes:

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

AUDIO VISUAL SPONSOR

\$500

Includes:

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

STAGE HAND SPONSOR

\$250

Includes:

- Sponsorship listed in the program

BOX OFFICE SPONSOR

\$175

Includes:

- Sponsorship listed in the program

2023 SPONSORS

