

November, 2009

Dear Friend of Literacy Advance and Golf Enthusiast:

On behalf of Literacy Advance of Houston and Larry Dierker, author and retired pitcher, manager, and commentator of the Houston Astros, I would like to offer you an opportunity to participate in a very unique golfing event - our **Fourth Annual Larry Dierker "My Team" Golf Tournament**. The tournament is scheduled for Monday, February 22, 2010 at BlackHorse Golf Club.

As a dedicated volunteer tutor and board member at Literacy Advance, Larry is working hard to make low literacy a thing of the past.

"If illiteracy was a disease, everyone would be working to find a cure."
-- Larry Dierker

The Texas Adult Literacy Survey reports that 52% of adults in Houston are functionally illiterate. Fortunately there is hope for any one of them who wants to learn at Literacy Advance of Houston.

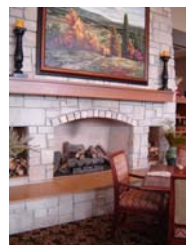
As Texas' oldest volunteer-supported literacy organization, Literacy Advance provides Adult Basic Education and English as a Second Language classes to adults free of charge with volunteer tutors. To help us in our mission to help adults achieve their full potential by improving their literacy skills, we are seeking a number of major underwriting sponsors for the event. If you have any questions, please contact Judy at 713-266-8777; ext. 22 (office) or via e-mail at judy.mcfarland@literacyadvance.org.

Thank you for joining Larry Dierker's Team as a Champion of Literacy!

Sincerely,



Carla Tibbitts
President, Board of Directors
Literacy Advance of Houston



4th Annual Larry Dierker "My Team" Golf Tournament

\$25,000 - "My Team" Premier Presenter Underwriter [1 available]*

Named underwriter in media, printing, signage, web site and written program

Team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course.

\$10,000 - "My Team" Hall of Fame Underwriter [3 available]

Signage in Clubhouse

Team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course.

\$5,000 - "My Team" Beverage Sponsor [1 available]

Signage on all beverage carts

Team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course.

\$5,000 - "My Team" Hole in One Sponsor [2 available]

Signage on 2 of 4 Par 3 holes [7,9,14 and 16]

Team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course.

\$3,500 - "My Team" T-Box sponsor [14 available]

Signage at one course hole

Team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course.

\$2,500 - "My Team" Sponsor

Team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course.

* Additional details regarding sponsorship levels available in full sponsorship package.

Sponsor name as it should appear on signage and in program

Contact Person: _____ Phone: _____

Mailing Address: _____ Zip: _____

Email Address: _____

Thank you for being a Champion of Literacy!

Literacy Advance is a 501(c)3 organization. For additional information, contact Judy McFarland at judy.mcfarland@literacyadvance.org



Back at the Clubhouse in 2009



Special Guests Bum and Debbie Phillips joined by Larry Dierker, his son Ryan, and Houston Rockets' sports commentator Bill Worrell.

Favorite baseball commentators Jim Deschaies and Bill Brown helped out as "auctioneers" for the Live Auction.

Board President Ellen Elam looks on.



2009 Hall of Fame Event Underwriter



Home Run Sponsors

Anheuser-Busch

CDM Resource Management

Don Baird

Houston Astros

Robert Craig

Special Thanks to our Celebrity Players

- | | |
|----------------|----------------|
| Alan Ashby | Art Howe |
| Kevin Bass | Mike Jackson |
| Jeff Bagwell | Leroy Kelly |
| Bill Dawley | Randy McElvoy |
| Jim Deshaies | Terry Puhl |
| Larry Dierker | Shane Reynolds |
| Doug Drabek | Eddie Robinson |
| Burton Gilliam | Sage Rosenfels |
| Jim Gilligan | Carl Warwick |
| Kenny Houston | Bill Worrell |



Literacy Advance Information

Literacy Advance is dedicated exclusively to improving adult and family literacy in the Houston community. It is the oldest and largest volunteer based literacy organization in Texas. All of the services Literacy Advance provides the community are through its trained volunteers. In the past year, Literacy Advance helped more than 3,500 individuals improve their literacy skills and as a result, their ability to add value to our community.

Think about it; literacy is the lowest common denominator for many societal issues such as poverty, crime, homelessness, and unemployment. A staggering 52% of adults in Houston are functionally illiterate in English.

In response to these issues and the critical community needs for English literacy education, we are building our capacity to provide additional literacy classes for adults in Houston. Literacy Advance's strategic goal is to increase services from 4,000 individuals in 2007 to 10,000 individuals by the year 2010. Literacy Advance is able to offer these much needed programs at no cost to the community thanks to the generous support of the Houston community and volunteers.

Your participation helps Literacy Advance pursue its important mission to teach adults to read, write, and communicate in English so they can achieve their full potential as parents, workers, citizens, and community members.

Our Programs:

- Adult Basic Education
- English as a Second Language
- Family Literacy
- While You're Waiting

"Volunteering at Literacy Advance of Houston has shown me that I can make a difference in the world..."

Jennifer, Literacy Advance volunteer

"I would like to thank Literacy Advance for helping me because living in the U.S. without learning English is like being blind, deaf, and mute."

Francisco, ESL Learner and Tutor



"My Team Premier Presenter Underwriter - \$25,000

Event Promotional Benefits

- *Team of four golfers for the event; Larry will join your team*
- *Named underwriter in media printing, signage, web site, and printed program*
- *Houston personal appearance by Larry for a future company event*
- *An appearance by Larry at your company's Minute Maid Park suite during the 2010 Astros season*
- *An additional round of golf for four at BlackHorse Golf Club North Course at a future date with Larry*
- *Golf carts with signage recognizing your company's sponsorship*
- *Recognition on the Event Sponsor board*
- *Logo acknowledgment on all printed promotional materials, including press releases, printed program and signage - print deadline is Friday, February 12, 2010*
- *Company link on Literacy Advance Web page promoting golf event*
- *Two (2) hole sponsorship signs*

Ongoing Yearly Promotional Benefits

- *Company link on "Community Partners" page of the Literacy Advance of Houston Web site*
- *Acknowledgment as event Premier Presenter Underwriter in one-page testimonial corporate profile in the Spring, 2010 edition of Between the Lines newsletter (approximate distribution: 5,000)*
- *Acknowledgment on donor plaque at Literacy Advance of Houston offices*
- *Appreciation plaque for your company's corporate lobby*
- *Use of Literacy Advance of Houston facility for corporate gatherings (subject to availability)*

Sponsors literacy instruction for 83 low-literate adults for one year, thereby impacting both the education and quality of life for their children.



Sponsorship Opportunities

"My Team" Hall of Fame Underwriter - \$10,000

Event Promotional Benefits

- *Team of five golfers (4 + celebrity) or your own team of five on BlackHorse Golf Club North course for the event*
- *Priority Choice of Celebrity for your team*
- *Full page ad in printed program*
- *Recognition on the Event Sponsor board*

Ongoing Yearly Promotional Benefits

- *Company link on "Community Partners" page of the Literacy Advance of Houston Web site*
- *Acknowledgment as event Sponsor in one-page testimonial corporate profile in the Spring, 2010 edition of Between the Lines newsletter (approximate distribution: 5,000)*
- *Appreciation plaque for your company's corporate lobby*
- *Use of Literacy Advance of Houston facility for corporate gatherings (subject to availability)*

"My Team" Beverage Sponsor - \$5,000

Event Promotional Benefits

- *Team of five golfers (4 + celebrity) or your own team of five on BlackHorse Golf Club North course for the event*
- *Full page ad in printed program*
- *Company signage on all beverage carts*
- *Signage at the Refreshment Area*

Ongoing Yearly Promotional Benefits

- *Company link on "Community Partners" page of the Literacy Advance of Houston Web site*
- *Acknowledgment as event Sponsor in one-page testimonial corporate profile in the Spring, 2010 edition of Between the Lines newsletter (approximate distribution: 5,000)*
- *Appreciation plaque for your company's corporate lobby*
- *Use of Literacy Advance of Houston facility for corporate gatherings (subject to availability)*



Sponsorship Opportunities (cont.)

"My Team" Hole in One Sponsor - \$5,000

[2 available]

Event Promotional Benefits

- *A teams of five golfers (4 + celebrity) or your own team of five golfers on BlackHorse Golf Club North course for the event*
- *Full page ad in printed program*
- *Two (2) hole sponsorship signs on 2 of the 4 Par 3 holes [7, 9, 14, and 16]*

Ongoing Yearly Promotional Benefits

- *Company link on "Community Partners" page of the Literacy Advance of Houston Web site*
- *Acknowledgment as event Sponsor in one-page testimonial corporate profile in the Spring, 2010 edition of Between the Lines newsletter (approximate distribution: 5,000)*
- *Use of Literacy Advance of Houston facility for corporate gatherings (subject to availability)*

"My Team" T Box Sponsor [14 available]

Event Promotional Benefits

- *One team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course for the event*
- *Full page ad in printed program*
- *Signage on one hole [not holes 7, 9, 14, or 16 or those selected by Premier Presenter Underwriter]*

Ongoing Yearly Promotional Benefits

- *Company link on "Community Partners" page of the Literacy Advance of Houston Web site*
- *Acknowledgment as event Sponsor in one-page testimonial corporate profile in the Spring edition of Between the Lines newsletter (approximate distribution: 5,000)*
- *Appreciation plaque for your company's corporate lobby*
- *Use of Literacy Advance of Houston facility for corporate gatherings (subject to availability)*

"My Team" sponsor - \$2,500

- *Team of five golfers (4 + celebrity) OR your own team of five on BlackHorse Golf Club North course for event*
- *Recognition in written program*



Commitment

4th Annual Larry Dierker "My Team" Golf Tournament

Monday, February 22, 2010 • 8:00 a.m. Breakfast • 9:00 a.m. Shotgun Start
BlackHorse Golf Club, 12205 Fry Road, Cypress, Texas, 77433

Yes, I/we wish to participate in the Larry Dierker Celebrity Golf Event. Please record our gift/pledge:

"My Team" Premier Presenter Underwriter - \$25,000
[1 available]

"My Team" Hall of Fame Underwriters - \$10,000 [2 available]

"My Team" Beverage sponsor - \$5,000 [fulfilled]

"My Team" Hole in one sponsor - \$5,000 [2 available]

"My Team" T Box sponsor - \$3,500 [14 available]

"My Team" Sponsor - \$2,500

Name _____

Company Name _____

Address _____

Phone _____ Fax _____

Email _____

Check is enclosed (Check # _____)

Charge this credit card:

American Express MasterCard Visa Discover

Credit Card # _____ Exp. Date _____

Signature _____

Please fax 713.266.8889, e-mail to judy.mcfarland@literacyadvance.org, or mail to Literacy Advance of Houston 2424 Wilcrest Drive Suite 120, Houston, TX 77042. You also may register by calling Judy McFarland at 713.266.8777 ext. 22.

