

August 15, 2008

Dear Friend of Literacy:

On behalf of Literacy Advance of Houston I would like to offer you an opportunity to participate in our next Champion of Literacy event. Literacy Advance is delighted to be honoring Entrepreneur and Family Literacy Enthusiast, Valerie Koehler, owner of Blue Willow Bookshop. The event is scheduled for **Thursday, November 6, 2008 from 11:00 a.m. to 1:30 p.m. at Lakeside Country Club, 100 Wilcrest Drive, Houston, Texas, 77042.** The Champions of Literacy Series event will include a buffet luncheon, silent auction, raffle, and prizes given for person in a book club the longest, person in the most book clubs consecutively, and persons with multi-generational book club members.

One of the handful of remaining independent bookstores in Houston, Blue Willow has become a neighborhood institution in West Houston. Adult book clubs, book clubs for kids, Scout events, story hour, author visits and book signings are among the many ways that Valerie has had a positive impact on Family Literacy. Many of Literacy Advance's supporters and tutors come from the West Houston area.

Literacy Advance of Houston created its Champions of Literacy program to recognize people like Valerie Koehler who do something significant to advance lives of local residents through reading and writing. We are pleased to partner with our corporate partners, BMC Software and LyondellBasell Industries to showcase this dynamic individual and presenter, and **we would like to invite you to participate in our efforts as a sponsor for this event.** Attached you will find more detailed sponsorship information and a commitment form. If you have any questions, please contact me via e-mail: [judy.mcfarland@literacyadvance.org](mailto:judy.mcfarland@literacyadvance.org) or 713-266-8777.

I will follow up with you soon to discuss your involvement with *Champions of Literacy*. Thank you for your support of advancing literacy and advancing lives!

Sincerely,

Ellen Elam  
Board President  
Literacy Advance of Houston



## Champions of Literacy honoring Valerie Koehler Sponsorship Opportunities

### Best Sellers: \$2,500

- One VIP Tables (10 guests/table)
- Acknowledgment at event as Best Seller Sponsor
- Logo recognition on invitations, press releases, signage and event program
- One quarter page ad/company profile in event program
- Company link on Literacy Advance Website
- Opportunity to place items in "goodie" bags
- Logo recognition as event Benefactor sponsor in on-line and print editions of *Between the Lines* newsletter in post-event "thank you" article (distribution: 5,000)

### Book Club Favorites: \$1,500

- One VIP Table (10 guests/table)
- Acknowledgment at event as Book Club Favorites Sponsor
- Acknowledgment as Book Club Favorites Sponsor in event program
- Acknowledgment as Book Club Favorites Sponsor in all Press Releases
- Company link on Literacy Advance Website
- Thank you announcement at event
- Opportunity to place items in "goodie" bags

### Staff Picks: \$750

- One reserved table (10 guests/table)
- Acknowledgment as Staff Picks Sponsor in event program
- Thank you announcement at event
- Opportunity to place items in "goodie" bags

#### Mission:

Teach adults to read, write, and communicate in English so they can achieve their full potential as parents, workers, citizens, and community members.



## Champions of Literacy honoring Valerie Koehler

Yes, I/we wish to make a contribution to underwrite Literacy Advance of Houston's *Champions of Literacy* event in honor of Valerie Koehler scheduled for Thursday, November 6, 2008.

Please record our gift/pledge of: \$\_\_\_\_\_

Best Sellers	\$2,500
Book Club Favorites:	\$1,500
Friend	\$ 750
Thoughtful donation	\$_____

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 or mail to Literacy Advance of Houston  
2424 Wilcrest Drive Suite 120, Houston, TX 77042

*You may also register on-line by going to [www.literacyadvance.org](http://www.literacyadvance.org) or by calling  
Judy McFarland at 713-266-8777.*

*All proceeds benefit Literacy Advance and its free programs in the community.  
Donations are tax deductible to the extent permitted by law.*

***Thank you for being a Champion of Literacy!***

