



The Reading Center
DYSLEXIA INSTITUTE OF MN

Sponsorship Opportunities for The Reading Center's 2018 Bright Stars Event

The Reading Center
Bright Stars
Event 2018★

Since 2011, The Reading Center has held large, successful events to draw attention and educate about the issue of dyslexia, as well as the life-changing services of The Reading Center.



Tamara Rosenfeld,
TV/Film Director
(2017)

The event in 2018 is planned for Sunday, November 4 or 11, 2018.

The event will feature a special guest who is an accomplished public individual who has dyslexia. We will announce that exciting special guest once details are solidified.

We have a strong track record of very exciting guests each year, including **Philip Schultz**, Pulitzer Prize winning dyslexic author; **Jamie Redford**, son of Robert Redford and father of a dyslexic child; **Gina Belefonte**, dyslexic daughter of actor, singer and activist Harry Belefonte, who is also dyslexic; **Jack Horner** the most famous (and dyslexic) paleontologist of our time, **Jerry Pinkney**, a Caldecott Medal winning illustrator. We hosted two dyslexic filmmakers in 2017 – John Marshall alum **Mark Brecke and Tamara Rosenfeld.**



Mark Brecke, Film
Director/Photographer
(2017)

These events have the potential to draw more than 500 guests and receive tremendous publicity.

The 2018 Bright Stars event will be FREE to the public and feature a presentation by our special guest. Sponsorships help to underwrite the event costs and provide businesses and individuals an opportunity to visibly align with a deeply respected community organization.



Jerry Pinkney,
Caldecott Medal
Winner (2016)



Jack Horner,
Paleontologist,
(2015)



James Redford,
Director (2014)

The goal of the event is three-fold:

- Draw in the public and secure media coverage to raise awareness about dyslexia.
- Celebrate an adult who despite having dyslexia has achieved success in his or her chosen field.
- Make an appeal for donated funds for scholarships and other critical Reading Center programs.

Please join us in celebrating the wonderful minds of dyslexic individuals and the impact of The Reading Center by financially supporting the 2018 Bright Stars Event through a sponsorship.

Publisher Level Sponsor **\$7,500**

- Facebook Advertising, potential for over 200,000 impressions
- Sponsor Profile on Reading Center Facebook Page
- Logo with link on The Reading Center Website
- Full page recognition with logo in Event Program
- Logo and top sponsorship billing on event room signage
- Logo in Event slideshow
- Logo in TRC newsletter and listing in Annual Report

Editor Level Sponsor **\$5,000**

- Company name on Reading Center Facebook page
- Logo with link on The Reading Center website
- Large logo in Event Program
- Logo on event room signage
- Logo in event slideshow
- Logo in TRC newsletter and listing in Annual Report

Author Level Sponsor **\$2,500**

- Company name on Reading Center Facebook page
- Logo on The Reading Center website
- Logo in Event program
- Logo on event room signage
- Logo in event slideshow
- Logo in TRC newsletter and listing in Annual Report



Gina Belefonte,
Activist/Author
(2014)

Book Level Sponsor

\$1,500

- Company name on Reading Center Facebook page
- Logo on The Reading Center Website
- Logo in Event Program
- Logo on event room signage
- Logo in event slideshow
- Logo in TRC newsletter and listing in Annual Report

Page Level Sponsor

\$1,000

- Company name on Reading Center Facebook page
- Company name on The Reading Center website
- Logo in Event Program
- Company name on event room signage
- Logo in event slideshow
- Company name in TRC newsletter and listing in Annual Report



Philip Schultz,
Author (2013)

Muse Level Sponsor

\$500

- Company name on Reading Center Facebook page
- Company name on The Reading Center website
- Company name in Event Program
- Company name on event room signage
- Company name in event slideshow
- Company name in TRC newsletter and listing in Annual Report



60th Anniversary
Celebration (2011)

Media Sponsor

In-Kind

- Company name on Reading Center Facebook page
- Company name on The Reading Center website
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- Logo in event slideshow
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