



IN SUPPORT OF



EST. 1899

United for Literacy  
Littératie Ensemble



*in support of:*

# Opportunities for Support

**2024**

## **We are United for Literacy.**

Formerly Frontier College, United for Literacy is the national registered charity dedicated to improving the lives of children, youth, and adults through literacy. With over a century of frontline experience we know just how profoundly literacy changes everything...for people and communities. No other skill shapes the trajectory of a person's life more than the ability to read and write.

Supported by volunteers, we reach out to people wherever they are and respond to their learning needs. Our services are free for learners because we believe literacy is a human right.





## Why focus on literacy?

*Higher literacy can boost the economic and financial success of individuals and the economy as a whole. It can reduce poverty, improve health, lift community engagement, and lead to a higher standard of living. In fact, it is hard to identify any other single issue that can have such a large payoff to individuals, the economy, and society.* TD Economics

**Literacy is more  
than the ability  
to read and write.**

It's the ability to understand the printed word and put it to use, and to engage fully in activities and opportunities at home, at work, and in the community. **It's about succeeding in today's world.**



United for Literacy  
Littératie Ensemble

# We are United to Make and Impact

**33,698**

people in 191 communities  
across Canada participated in  
United for Literacy Programs.



**1,689**

volunteers gave

**37,877**

hours of service to  
United for Literacy.



**75,477**

free, new books were distributed  
to children and families.



**10,297**

activity kits were sent to  
children, youth, and families  
to support at-home learning.



**2,680**

children participated  
in literacy camps in

**97** Indigenous communities  
last summer.



We collaborated with

**503**

community partners to deliver  
quality literacy support in their  
neighbourhoods. Our partner  
organizations contributed  
space, staff time, snacks,  
and supplies.



We hosted

**83**

literacy workshops and  
conferences, attended by

**3,028**

parents, teachers,  
literacy practitioners,  
social service workers,  
and community members.



**237**

people were employed  
through our Summer  
Literacy Camps.



**84%**

were hired from Indigenous  
host communities.



**91%**

of parents said their child  
likes reading more after  
attending camp.



**88%**

of campers said they  
considered themselves to be  
a "good reader" after camp.







**Event date: Wednesday, March 6, 2024**

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### **Join in the fun at the 20th annual Scrabble for Literacy!**

A tournament based on the classic word game SCRABBLE is the perfect event to bring awareness to low literacy rates in Canada. New this year, we're adding Scategories Trivia, and other fun games to invite more game lovers in your network!

More than 40% of adult Canadians do not have the literacy skills required to perform everyday tasks such as reading e-mail or helping their children with their homework. Scrabble for Literacy creates a networking opportunity for like-minded wordsmiths to gather in support of United for Literacy programs. Players will rack up triple word scores to vie for the coveted Scrabble for Literacy Cup.

# Our Audience



**200 attendees**

**20 sponsors**

**10 nationally-ranked SCRABBLE ringers**

Scrabble for Literacy attracts Canada's banks, investment, communications, technology, accounting, and law firms for a one-night, no spellcheck SCRABBLE competition.

Sponsors will enjoy visibility and direct brand association with this signature event and market to this influential audience from the marketing, legal, financial, technology, communications, and business communities.

Brand visibility at Scrabble for Literacy is targeted and wide reaching.  
All benefits are negotiable and customizable to suit your objectives.



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EST. 1899  
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Presenting Sponsor



Thank you to the  
2023  
Scrabble for Literacy  
sponsors



Livewire



CGI



TORYS  
LLP



CAPTIVATE



ADVISOR'S EDGE



Rakuten kobo

Formerly Frontier College, United for Literacy is the national registered charity dedicated to improving the lives of children, youth, and adults through literacy. With over a century of frontline experience we know just how profoundly literacy changes everything...for people and communities. For more information on Scrabble for Literacy or United for Literacy programs, visit [unitedforliteracy.ca](http://unitedforliteracy.ca).

# Sponsorship Opportunities

# \$20,000

Opportunity	Benefits
<b>Presenting Sponsor (1)</b>	<ul style="list-style-type: none"><li>- Speaking opportunity at the in-person event and on social media platforms</li><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Promotion on social media (6 posts)</li><li>- Opportunity to include promo in e-swap bag</li><li>- 24 attendee passes</li><li>- Help to send 400 United for Literacy custom learning kits to children, youth, and families across the country who have limited or no access to books or learning supports at home/outside of school</li><li>• Name recognition in annual report</li></ul>





# Sponsorship Opportunities

# \$15,000

Opportunity	Benefits
<b>Power Play Sponsor (2)</b>	<p>The Scrabble for Literacy event wants to kick off things off with an array of fun entertainment, including a live band, games and giveaways.</p> <ul style="list-style-type: none"><li>- Opportunity to speak on our social media platforms</li><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Promotion on social media (4 posts)</li><li>- Opportunity to include promo in e-swap bag</li><li>- 18 attendee passes</li><li>- Help to send 300 United for Literacy's custom Learning Kits to children, youth, and families across the country who have limited or no access to books or learning supports at home/outside of school</li><li>- Name recognition in annual report</li></ul>
<b>Venue Sponsor (1)</b>	<p>The Scrabble for Literacy event is hosting a stellar in-person event downtown Toronto.</p> <ul style="list-style-type: none"><li>- Opportunity to speak on social media</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Promotion on social media (4 posts)</li><li>- Opportunity to include promo in e-swap bag</li><li>- 18 attendee passes</li><li>- Help to send 300 United for Literacy custom Learning Kits to children, youth, and families across the country who have limited or no access to books or learning supports at home/outside of school</li><li>- Name recognition in annual report</li></ul>

# Sponsorship Opportunities

# \$10,000

Opportunity	Benefits	
<b>Good Eats Sponsor (5)</b>	Take a bite at the event and sponsor the food stations at the in-person event	<ul style="list-style-type: none"><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Logo on food station signage</li><li>- Opportunity to speak on social media</li><li>- Promotion on social media (3 posts)</li><li>- Name recognition in annual report</li><li>- Opportunity to include promo in e-swap bag</li><li>- 12 attendee passes</li><li>- Help to send 750 quality, new books for children and youth living in underserved neighbourhoods</li></ul>
<b>Learner Achievement Award Sponsor (1)</b>	A United for Literacy student/learner receives the prestigious Learner Achievement Award at this event. This opportunity includes an online remarks and a virtual presentation of the award to the recipient	<ul style="list-style-type: none"><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Opportunity to speak on at the event and present award</li><li>- Promotion on social media (3 posts)</li><li>- Name recognition in annual report</li><li>- Opportunity to include promo in e-swap bag</li><li>- 12 attendee passes</li><li>- Help to send 750 quality, new books for children and youth living in under-served neighbourhoods</li></ul>

# Sponsorship Opportunities

# \$7,500

Opportunity	Benefits	
<b>Online Auction Sponsor (2)</b>	An online auction will be available to participants and United for Literacy networks to help generate funds for literacy programs. This is an additional activity that will be hosted one week before the event and close on the event day.	<ul style="list-style-type: none"><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Logo on the online auction website</li><li>- Opportunity to speak on social media</li><li>- Promotion on social media (3 posts)</li><li>- Name recognition in annual report</li><li>- Opportunity to include promo in e-swig bag</li><li>- 10 attendee passes</li><li>- Help to send 250 quality, new books for children and youth living in under-served neighbourhoods</li></ul>
<b>Raffle Sponsor (2)</b>	A 50/50 electronic raffle will be available for Ontario residents to purchase for 4 weeks. Anyone in Ontario will be eligible to purchase a ticket and win!	<ul style="list-style-type: none"><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Logo on raffle ticket</li><li>- Opportunity to speak on social media</li><li>- Promotion on social media (3 posts)</li><li>- Name recognition in annual report</li><li>- Opportunity to include promo in e-swig bag</li><li>- 10 attendee passes</li><li>- Help to send 250 quality, new books for children and youth living in under-served neighbourhoods</li></ul>

# Sponsorship Opportunities

# \$5,000

Opportunity	Benefits	
<b>E-Swag Goodie Bag Sponsor (2)</b>	The E-Swag Bag Sponsor will have the opportunity to brand the email and include product(s) in the virtual swag bag.	<ul style="list-style-type: none"><li>- Branded custom email</li><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Promotion on social media (2 posts)</li><li>- Name recognition in annual report</li><li>- Opportunity to include materials in e-swag bag</li><li>- 6 attendee passes</li><li>- Help mobilize and support 10 volunteer literacy tutors</li></ul>
<b>Team Sponsors (Unlimited)</b>	Sign up a team and have your colleagues play. It's a great team building opportunity and a chance to play head-to-head with friends and colleagues. Make it a challenge and see who is the top scorer at your company or organization.	<ul style="list-style-type: none"><li>- Logo on multi-media at event</li><li>- Logo on <a href="http://scrabbleforliteracy.ca">scrabbleforliteracy.ca</a></li><li>- Name recognition in annual report</li><li>- 6 attendee passes</li><li>- Help mobilize and support 10 volunteer literacy tutors</li></ul>

## 50/50 Raffle

*New this year!*

**We will host a 4-week online 50/50 raffle whereby anyone in Ontario can purchase tickets. 50% of the funds will go to United for Literacy, and the other 50% will go to one lucky winner!**



# Sponsorship Opportunities

# \$2,500

Opportunity	Benefits	
<b>Golden Tile Sponsor (3)</b>	<p>Participants have the opportunity to purchase or earn special Word Lists: "Q", "Z" and "X" and "Two Letter" to help them gain an advantage to spelling a triple-score word.</p>	<ul style="list-style-type: none"><li>- Opportunity to place your logo on <u>one</u> of these lists</li><li>- Logo on scrabbleforliteracy.ca</li><li>- Logo on multi-media at event</li><li>- Promotion on social media (2 posts)</li><li>- Name recognition in annual report</li><li>- Opportunity to include promo in e-swap bag</li><li>- 4 attendee passes</li><li>- Help mobilize and support 5 volunteer literacy tutors</li></ul>
<b>Media and In-Kind</b>	<p>Supporting the Scrabble for Literacy event by spreading the word can help build your brand amongst a desirable audience while fostering United for Literacy's critical literacy programs.</p>	<ul style="list-style-type: none"><li>- Logo on scrabbleforliteracy.ca</li><li>- Logo on multi-media at event</li><li>- Promotion on social media (2 posts)</li><li>- Name recognition in annual report</li><li>- Opportunity to include promo in e-swap bag</li><li>- 4 attendee passes</li><li>- Help mobilize and support 5 volunteer literacy tutors</li></ul>

# Online Auction

We are looking for fun and exciting items that appeal to a broad audience for both of our online auctions. Suggestions include trips, electronics, high-end golf gear, signed memorabilia, household items, gift certificates, etc. Items can be bundled, creating incredible value to our participants. Please consider donating for both opportunities.

**The possibilities are endless!**

If you would like to donate a silent auction prize, contact Jennifer Chow, Events Manager at [jchow@unitedforliteracy.ca](mailto:jchow@unitedforliteracy.ca)





## 2024 Co-Chairs

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### **Ozy Camacho**

Partner, Sales Director  
Credo Consulting

### **Pat Dunwoody**

Executive Director  
Canadian ETF Association

## 2024 Committee

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### **John Andrew**

Senior Account Manager  
TMX Datalinx

### **Christina Ashmore**

Managing Director  
IFSE Institute

### **John Chew**

Chief Executive Officer  
North American Scrabble Players  
Association

### **Jennifer Chow**

Events Manager  
United for Literacy

### **Yvette Gauthier**

Strategic Marketing Consultant  
Agora Dealer Services Corp.

### **Matthew Latimer**

Executive Director  
Federation of Mutual Fund Dealers

### **Nancy Nigh**

Manager, IT Procurement  
Global Enterprise Services  
TMX Group

### **Meredith Roberts**

Director, Communications and Annual  
Giving  
United for Literacy

### **George Salac**

Senior Financial Analyst  
MLSE

For more information about our events visit:

**[scrabbleforliteracy.ca](http://scrabbleforliteracy.ca)**



**Contact: Jennifer Chow, Events Manager**  
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**647.801.9562**