

# GAME NIGHT

In support of United For Literacy



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United for Literacy  
Littératie Ensemble



## Opportunities for support

[gamenightforliteracy.ca](http://gamenightforliteracy.ca)

## We are United for Literacy.

United for Literacy, formerly Frontier College, is a national registered charity dedicated to improving the lives of children, youth, and adults through literacy.

Working with communities, we reach out to people wherever they are and respond to their individual learning needs. Our services are free for all learners because we believe literacy is a human right.

We have seen the power of literacy and just how profoundly literacy changes everything for individuals and communities. No other skill shapes the trajectory of a person's life more than the ability to read and write.

However, more than 40% of adult Canadians do not have the literacy skills required to perform everyday tasks such as reading emails or helping their children with homework.

Join us to raise funds to reach more learners. Help bridge the literacy gap.





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## Financial Literacy: Making Money Make Sense

United for Literacy has a suite of Financial Literacy resources that illustrate the way money works for children, youth, parents, educators, and anyone else interested in improving their financial literacy. Topics covered include budgeting, investing, personal finance, and more. Developed in alignment with the Ontario school curriculum, these free resources are available in English and French (as well as one guide translated into Oji-Cree).

## Our work with Indigenous Communities

United for Literacy collaborates with Indigenous communities across the country to deliver both in-person and at-home learning opportunities. This includes Summer Literacy Camps, one-on-one tutoring, and other programs to help boost literacy skills for children and adults. There are also over 14,000 free, high-quality books and more than 2,600 learning kits designed to meet learners' specific needs have been delivered.

For more information about [Financial Literacy](#) or to read our reports on [Indigenous communities](#), visit our [website](#).

Read our [annual report here](#).



# Join us for Game Night on Thursday, March 12th, 2026

## Arcadian Loft, 401 Bay Street, Toronto, ON



Join us for a night of competitive fun at **Game Night for Literacy!** Come out and play while engaging and networking with your friends and colleagues while raising vital funds for United for Literacy's programs across Canada.

We invite everyone to choose a game of Scrabble, Scattergories, Trivia or Taboo. There will also be a live band, more activities and many prizes to be won!

Sponsors enjoy visibility and direct brand association with this influential audience from marketing, legal, financial, technology, communications, and business communities. Brand visibility at this event is targeted and wide reaching. All benefits are negotiable and customizable to suit your objectives.



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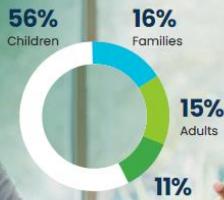
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# We are United to Make an Impact

## Our Impact

### A break-down of our programs

The programs we offer by age group:



42% of our programs are tutoring.

Student Success Programs for Children and Youth would include: • Direct One-to-One or Small Group Instruction and Support • After-school Literacy and Numeracy Programs • Reading Circles.

**79%**  
of parents observed that their child's math skills improved after participating in the United for Literacy program.

**92%**  
of teachers and educators observed an improvement in reading.

Life Success Programs for Adults include: community- and classroom-based programs; and workforce development.

**93%**  
of learners feel that they have gained skills they need to achieve their specific life goals.

**97%**  
of tutors noticed that adult learners show increased confidence after attending a program at United for Literacy.



12% of our programs are Summer Literacy Camps in partnership with Indigenous communities.

**96%**  
of campers felt that attending camp maintained or raised their interest in reading and learning.

**99%**  
of parents said camps were valuable to their community.



46% of our programs involve larger group

Training and Workshops • Presentations and Speeches • Awareness Events • Family Learning Activities • Reading Tents • Conferences

We hosted 95 literacy workshops and conferences attended by 4,391 parents, teachers, literacy practitioners, social service workers, and community members.

### Making a Difference

## Literacy in Numbers

We collaborated with

**503**

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



Last year, our work was possible thanks to the

**1,604**  
volunteers who gave  
**33,900**  
hours

of service to United for Literacy.



We hosted **95** literacy workshops and conferences.



These workshops and conferences were attended by

**4,391**

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



# Sponsorship Opportunities

**\$10,000**

Opportunity		Benefits
<b>Learner Achievement Award Sponsor (sold)</b>	A United for Literacy student/learner receives the prestigious Learner Achievement Award at this event.	<ul style="list-style-type: none"><li>- Speaking opportunity and award presentation to the Learner Achievement Award recipient</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (3 mentions)</li><li>- 4 team entries (a total of 16 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*This sponsorship level will help send 750 quality new books for children and youth living in under-served neighbourhoods in Canada.*

# Sponsorship Opportunities

**\$5,000**

Opportunity		Benefits
<b>Team Sponsor (Unlimited)</b>	Sign up a team and have your colleagues play. It's a great team-building opportunity. Feeling more competitive? Make it a challenge to be the top scorer at your company or organization.	<ul style="list-style-type: none"><li>- Logo on multimedia and signage at the event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 3 team entries (a total of 12 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*This sponsorship level will help send 100 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 outside of school.*

# Sponsorship Opportunities

**\$5,000**

Opportunity		Benefits
<b>Scattergories Games Sponsor (sold)</b>	Sponsor the Scattergories game. It's one of our main games at this event.	<ul style="list-style-type: none"><li>- Logo recognition in this designated game area</li><li>- Logo recognition on table cards</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 2 team entries (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Trivia Sponsor (sold)</b>	Sponsor the Trivia game at this event. Players will use Kahoots, an online trivia platform to play.	<ul style="list-style-type: none"><li>- Logo recognition in this designated game area</li><li>- Logo recognition on table cards</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 2 team entries (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Taboo Sponsor (sold)</b>	Sponsor the Taboo game. This game is a fun guessing game for all, and new to this event!	<ul style="list-style-type: none"><li>- Logo recognition in this designated game area</li><li>- Logo recognition on table cards</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 2 team entries (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

# Sponsorship Opportunities

**\$3,500**

Opportunity		Benefits
<b>Auction Sponsor (1)</b>	An online auction will be available to participants and United for Literacy networks to help generate funds for literacy programs.	<ul style="list-style-type: none"><li>- Logo by the auction tables</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Logo on online auction platform</li><li>- Promotion on social media (1 mentions)</li><li>- 2 team entry (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*This sponsorship level will enable 10 children to participate in an after-school program for a year.*

# Sponsorship Opportunities

**\$3,000**

Opportunity		Benefits
<b>Bar Sponsor (2)</b>	Game Night will be hosted in the heart of downtown at the Arcadian Loft.	<ul style="list-style-type: none"><li>- Logo at one bar station</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entries (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Food Station Sponsor (2)</b>	Fuel the event by sponsoring the food stations.	<ul style="list-style-type: none"><li>- Logo at one food station</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entries (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

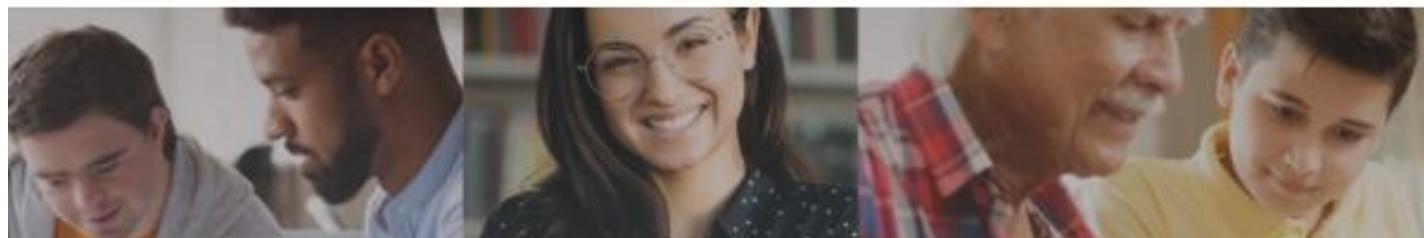


*This sponsorship level will help send 60 United for Literacy custom learning kits to children, youth, and families across the country who have limited or no access to books or learning supports outside of school.*

# Sponsorship Opportunities

**\$2,500**

Opportunity		Benefits
<b>Golden Tile Sponsor (3)</b>	Participants can purchase Word Lists: "Q", "Z", "X" and "Two Letters" to help gain an advantage to spelling a high-scoring word.	<ul style="list-style-type: none"><li>- Logo included on <u>one</u> Word List</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Red Carpet Sponsor (1)</b>	Guests are all encouraged to take their pictures with their teams on the red carpet.	<ul style="list-style-type: none"><li>- Logo on signage by red carpet area where all guests take photographs</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*These sponsorship levels will support 100 learners across-Canada with resources and activities.*

# Sponsorship Opportunities

**\$2,500**

Opportunity		Benefits
<b>Activities Sponsor (1)</b>	There will be activities such as Pictionary and Scrabble Tile Pull where guests can win prizes or activities whereby guests can receive a custom poem.	<ul style="list-style-type: none"><li>- Logo on signage by one of the activities</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Registration Sponsor (3)</b>	Guests will check in at the registration desk as their first point of contact.	<ul style="list-style-type: none"><li>- Logo on signage by registration desk</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*These sponsorship levels will help mobilize and support 10 volunteer literacy tutors.*

# Sponsorship Opportunities

**\$1,500**

Opportunity		Benefits
<b>Free Draw Sponsor (3)</b>  <i>* Sponsor also must donate a prize valued at \$100 or more.</i>	Each guest receives a free draw ticket upon entry at the event. We will draw 4 free prizes that guests could win.	<ul style="list-style-type: none"><li>- Logo on signage by the prize table</li><li>- Mention on stage</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Company name mentioned on stage</li><li>- Promotion on social media (1 mention)</li><li>- 2 tickets to the event. Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

*This sponsorship level will help 4 children participate in after-school programs for a year.*

# Sponsorship Opportunities

**\$500**

		Benefits
<b>New Players- (8)</b>	Explore the opportunities that Game Night has to offer. This opportunity are for <u>new companies</u> looking to sponsor.	<ul style="list-style-type: none"><li>- Logo on multimedia at event</li><li>- 2 tickets to the event. Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

*This sponsorship level will support 25 learners across-Canada with resources and activities*

# Sponsorship Opportunities

# Media and In-Kind

Opportunity		Benefits
<b>Media and In-Kind</b>	Supporting the Game Night by spreading the word can help build your brand with a desirable audience while benefitting United for Literacy's critical literacy programs.	<ul style="list-style-type: none"><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition on annual report</li></ul>



*This sponsorship level will help provide more visibility on the work that United for Literacy does in Canada.*



# Silent Auction

We are looking for fun and exciting items that appeal to a broad audience for both of our auctions. Suggestions include trips, experiences, electronics, concert/ sports tickets, signed memorabilia, household items, gift certificates, etc. Items can be bundled, creating incredible value to our participants.

Please consider donating a prize to help boost our fundraising goals.

**The possibilities are endless!**

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



IN SUPPORT OF

# Thank you to our 2025 Sponsors



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## GAME NIGHT In support of United For Literacy

PRESENTED BY:



SMEx Advisory



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CE Wallet

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Co-Founder &  
Chief Strategy Officer  
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**Jennifer Chow**  
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Director, Head of Solutions and Services  
Fundserv

For more information about our events visit:

**unitedforliteracy.ca**



Contact: Jennifer Chow, National Events Manager  
United for Literacy  
[jchow@unitedforliteracy.ca](mailto:jchow@unitedforliteracy.ca)  
647.801.9562

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