



Sponsorship Packet

Tour de Toad is an official event of Toad Suck Daze, benefiting Literacy Action of Central Arkansas.

Saturday, May 6, 2017, 11 a.m.

Conway Municipal Airport
3250 Sand Gap Road
Conway, AR 72034

 **Literacy Action**
of Central Arkansas

1900 Tyler Street, Conway, AR 72034 • 501-372-7323 •
www.LiteracyActionAR.org

The Tour de Toad & IRON TOAD Charity Event

A family-friendly event benefiting Literacy Action of Central Arkansas

The 10th annual Tour de Toad bike ride will take off on Saturday, May 6, 2017, at 11 a.m. (Registration begins at 10 a.m.). An official event of Toad Suck Daze, Tour de Toad raises funds to increase adult literacy in Central Arkansas, while encouraging a healthy lifestyle and cycling.

The ride begins at the Conway Municipal Airport and continues along a 10-mile (Family Ride), 25-mile, or 50-mile (half-century) route. The three routes increase in intensity as you go up in miles, perfect for all levels of cyclists. Each route is fully SAG-supported with aid stations and bathrooms. Tacos and beer will be served at the finish line celebration with IRON TOAD medals!

This is our 4th year for the IRON TOAD event, where Literacy Action partners with Kiwanis (www.toadsuckrun.com) to award those who complete the Toad Run and the Tour de Toad ride on May 6, 2017, with a custom medal! This event brings even more sports enthusiasts to Conway for the exciting combination!

Updated information for Tour de Toad is available on our Facebook page:

<https://www.facebook.com/TourDeToad>

Registration for Tour de Toad and maps are here: <http://www.active.com/conway-ar/cycling/races/10th-annual-tour-de-toad-and-iron-toad-charity-bike-ride-2017>

Literacy Action of Central Arkansas focuses on Families, Jobs and Health!



Literacy Action of Central Arkansas has worked hard since 1986 to teach literacy skills to struggling readers in the Central Arkansas area. We have offices in Little Rock and Conway, but serve students from a seven-county area: Pulaski, Faulkner, Jefferson, Grant, Lonoke, Perry, and Saline. In the last 12 months, Literacy Action served over 600 English as a Second Language (ESL) and Adult Basic Literacy (ABL) students, delivering over 11,000 hours of individualized instruction. Learning to read enables our students to get family-supporting jobs, have better access to health information, and teach their children the value of literacy. We believe in acknowledging and advocating for the important role adults play in fostering their children's basic literacy skills and attitudes toward learning. Parents are often children's first and most influential teachers. With 145,000 adults in Central Arkansas reading at below-basic levels, Literacy Action provides a crucial service that benefits the entire community.

Literacy Action is so effective because we focus on empowering individuals by teaching them one of the most crucial skills necessary to help lift themselves out of poverty: the ability to read.

*"After spending a lifetime of hiding the fact that I could not read, I came to Literacy Action for help ... **I have quit a lot of things in my life. But this time, I'm not quitting.** I never truly gave up on my education. Thank yo,u Literacy Action of Central Arkansas, for not giving up on me."*

-- Bonnie, Literacy Action student

Funds raised from the Tour de Toad will support Literacy Action programming in Central Arkansas.

Sponsorship Levels

- Presenting Sponsor** **\$5,000**
- Featured in press release and promotions as a presenting sponsor of the event
 - Prominent placement of your logo on all marketing materials that will go to all bike clubs, bike shops, bike rides, and fitness centers in the Central Arkansas area, throughout the state, region and on national calendars
 - Logo and link included on all social media, website, and newsletter
 - Company-supplied banner with your name and logo displayed at finish line
 - Eight (8) complimentary individual participant registrations

- IRON TOAD Sponsor** **\$2,500**
- Featured in press release and promotions as a sponsor of the event
 - Logo included on all marketing materials and social media, Literacy Action website and newsletter
 - Business name and logo included on finish line banner or opportunity to display company supplied banner at the finish line
 - Six complimentary individual participant registrations

- Tour de Toad Sponsor** **\$1,000**
- Featured in press release and promotions as a sponsor of the event
 - Business name included on Literacy Action website and newsletter
 - Opportunity to display company-supplied banner at finish line
 - Four complimentary individual participant registrations

- Friends of The Toad** **\$500**
- Featured in press release and promotions as a sponsor of the event
 - Opportunity to display company-supplied banner at finish line
 - Two complimentary individual participant registrations

- Friends of Literacy Sponsor** **\$250**
- Featured in press release and promotions as a sponsor of the event
 - Opportunity to display company-supplied banner at finish line

In-Kind Sponsorship

A variety of in-kind sponsorships are needed, such as vendor services, food, drinks, and snacks. Please contact Julie Payne at (501) 372-7323 or jpayne@literacylittlerock.org for more information.



Tour de Toad Sponsorship Pledge Form

Name: _____

Business: _____

Address: _____

City, State, ZIP: _____

Phone: _____ E-mail: _____

We want to improve literacy in Central Arkansas by sponsoring ***Tour de Toad!***

- | | | |
|--------------------------|---------------------|----------|
| <input type="checkbox"/> | Presenting | \$ 5,000 |
| <input type="checkbox"/> | IRON TOAD | \$ 2,500 |
| <input type="checkbox"/> | Tour de Toad | \$ 1,000 |
| <input type="checkbox"/> | Friends of The Toad | \$ 500 |
| <input type="checkbox"/> | Friends of Literacy | \$ 250 |

Payment:

Invoice me on _____. Payment due by May 5, 2017.

Check enclosed made payable to Literacy Action of Central Arkansas.

Credit card (indicate type of card)

Visa

MasterCard

American Express

Card #: _____ Expiration _____ Security #: _____

Donor signature and date: _____

Make checks payable to **Literacy Action of Central Arkansas** and send with this form to:

Literacy Action of Central Arkansas, P.O. Box 900, Little Rock, Arkansas 72203

Thank you for your support of Literacy Action of Central Arkansas. If you have any questions regarding this sponsorship, please contact the development office at 501-372-7323. Literacy Action of Central Arkansas is a 501(c)3 organization, tax ID # 71-0638565. All contributions are tax deductible within the limits prescribed by law.