

THE COLLIER COUNTY BRANCH OF THE NAACP  
PRESENTS:



FIFTH ANNUAL

# LITERACY Luncheon

*"TODAY'S READERS ARE TOMORROW'S LEADERS"*

## 2025 SPONSORSHIP PACKAGES

MARCH 11, 2025

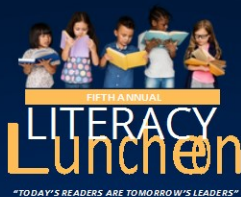
11:00 AM - 1:30 PM

VINEYARDS GOLF AND COUNTRY CLUB  
400 VINEYARDS BLVD. NAPLES, FL 34119

### GUEST SPEAKER:

Dr. Oliver L. Phipps, Principal, Nig Cypress Elementary  
Collier County Public Schools

**NAACP**  
Collier County Branch



## ABOUT OUR CAUSE

*All proceeds to benefit the NAACP youth reading and literacy programs to increase proficiency in reading each year and to support closing the achievement gaps with the underserved minority youth.*

Reading is the most crucial academic skill because it is the foundation for learning. Through third grade, children are learning to read; after third grade students read to learn. But only one-in-three students read proficiently by that point.

Without a strong foundation in reading, children are left behind at the beginning of their education. They lag in every class, year after year because more than 85 percent of the curriculum is taught by reading. And by the end of third grade, 74 percent of struggling readers won't ever catch up. In fact, one of the most important predictors of graduating from high school is reading proficiently by the end of third grade. A student who can't read on grade level by 3rd grade is four times less likely to graduate by age 19 than a child who does read proficiently by that time. Add poverty to the mix, and a student is 13 times less likely to graduate on time and that's why High school dropouts account for 67% of inmates in state prisons and 56% of federal prisons.

Students who drop out of high school are more likely to live a life of periodic unemployment and have a higher rate of using government assistance. They tend to cycle in and out of the prison system more often than students who obtain a high school diploma, and their annual income is lower.

**NAACP**  
Collier County Branch



## **SPONSORSHIP LEVELS**

### **\$10,000 – SIGNATURE SPONSOR**

Plaque  
10 VIP Tickets to Fundraiser  
Full Page Ad in Souvenir Book  
Website Acknowledgement

### **\$7,500 – PREMIER SPONSOR**

Plaque  
8 VIP Tickets to Fundraiser  
Full Page Ad in Souvenir Book  
Website Acknowledgement

### **\$5,000 – PRIORITY SPONSOR**

6 VIP Tickets to Fundraiser  
Full-Page Ad in Souvenir Book  
Website Acknowledgement

### **\$2,500 – ADVANTAGE SPONSOR**

4 VIP Tickets To Fundraiser  
Full-Page Ad in Souvenir Book  
Website Acknowledgement



15TH ANNUAL

# LITERACY Luncheon

"TODAY'S READERS ARE TOMORROW'S LEADERS"

## SPONSORSHIP LEVELS

### \$1,200 – TABLE SPONSOR

Includes 10 VIP Tickets

### \$150 – BOOK VENDORS AND AUTHORS

(Limited space available -14)

Includes Vending Space and One Ticket

### ADS IN SOUVENIR JOURNAL/PROGRAM

Full-Page Ad- \$250

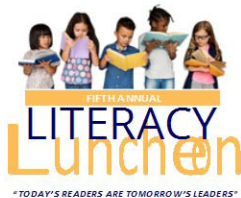
Inside-Back Cover Page - \$500

Outside-Back Page Cover - \$2,000

### INDIVIDUAL TICKETS: \$10 0

**NAACP**

*Collier County Branch*



## **CONTACT INFORMATION**

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SPONSORSHIP LEVEL: \_\_\_\_\_

BOOK VENDOR/AUTHOR: \_\_\_\_\_

**(Must provide short biographical sketch and camera-ready photo  
by February 15, 2025)**

**FOR MORE INFORMATION CONTACT:**

**TERRI GREY**

**PHONE: 732-859-4291 - EMAIL: purpletg2000@yahoo.com**

**NAACP**<sup>®</sup>  
Collier County Branch