



## Sponsorship Opportunities

The East Tennessee Writers Hall of Fame, sponsored by Friends of Literacy, honors the contributions of local and regional writers to our culture and history. Hall of Fame categories include lifetime achievement, fiction, nonfiction, poetry, social media, journalism, playwriting or screenwriting, songwriting, children's or young adult literature, and the juror's award for outstanding contribution to East Tennessee culture and literacy. Each year, an independent panel of judges evaluates nominees based on recognition within the writer's field, longevity, quality, and volume of work. All nominees must have been born in, currently reside in, or have a body of work related to the East Tennessee region.

Inductees for 2019 will be recognized at the 16<sup>th</sup> annual East Tennessee Writers Hall of Fame awards gala on September 20, 2019, 6:30 pm, at the Historic Southern Railway Station in Knoxville, with approximately 250 guests attending. Ten living writers will be inducted, and six writers will be inducted posthumously. Sponsors at the \$5,000 and \$2,500 levels will have their name on one of the presented awards. All proceeds from the gala benefit the adult literacy and education programs of Friends of Literacy.

### **\$5,000 Presenting Sponsor**

- Name on award of sponsor's choice; opportunity for sponsor representative to present award
- Listed as Presenting Sponsor on all promotional pieces, including program and invitation
- Sponsor logo/name on all print advertisements and in all broadcast commercials
- Name mention in event press releases
- Logo/name on Friends of Literacy and Hall of Fame websites and Facebook pages
- Sponsor acknowledged at event
- Logo/name on signage at event
- Two tables at the awards dinner (seating for 20)
- Signed book by a 2019 inductee for all guests
- Admission to the 6 p.m. VIP writer meet and greet

### **\$2,500 Award Sponsor**

- Name on award; opportunity for sponsor representative to present award
- Listed as sponsor on all promotional pieces, including program and invitation
- Sponsor logo/name on print advertisements
- Name mention in event press releases
- Logo/name on Friends of Literacy and Hall of Fame websites and Facebook pages
- Sponsor acknowledged at event
- Logo/name on signage at event
- One table at the awards dinner (seating for 10)
- Signed book by a 2019 inductee for all guests
- Admission to the 6 p.m. VIP writer meet and greet

## **\$1,500 Table Sponsor**

- Name mention in event press releases
- Logo/name on Friends of Literacy and Hall of Fame websites and Facebook pages
- Listed in the program
- Sponsor acknowledged at event
- Logo/name on signage at event
- One table at the awards dinner (seating for 10)
- Admission to the 6 p.m. VIP writer meet and greet

Deadline for sponsorship commitment is August 1. Sponsors already committed include: Knoxville News Sentinel, WNOX Radio, 21<sup>st</sup> Mortgage, KMPG, Pilot Flying J, Herron-Connell Insurance, LHP Capital, and Knoxville Utilities Board.

For more information, please contact [Teresa@FriendsofLiteracy.org](mailto:Teresa@FriendsofLiteracy.org)

## **2019 Inductees**

Fiction	Elizabeth Genovise
Nonfiction	Kim Trevathan
Poetry	Rhea Carmon
Screenwriting	Paul Harrill
Journalism	Jamie Satterfield
Songwriting	Karen E. Reynolds
Children's Literature	Rick Yancey
Lifetime Achievement	Michael Lofaro
Social Media	Alan Sherrod
Outstanding Contribution to East Tennessee Culture and Literacy	Dolly Parton (accepting by video)

### Posthumous Inductees:

Fiction	Anne Wetzell Armstrong
Nonfiction	Sarah Booth Conroy
Nonfiction	Bert Vincent
Journalism	Rikki Hall
Songwriting	Kim Williams
Lifetime Achievement	George Washington Harris

## **About Friends of Literacy**

At Friends of Literacy (FOL), our mission is to improve adult literacy and education in East Tennessee. Literacy is critical to the long-term financial stability and independence of at-risk adults in our community. By working with adults who cannot read, perform basic math, use a computer, or solve problems creatively, our goal is to enable our students to achieve their full potential and become better citizens.

We are the only provider of adult beginning reader classes in Knox and surrounding counties and the only resource for adult basic education classes, serving adults who are at an elementary level of education. We also are the only option for adults working toward a high school diploma who don't succeed in state-funded "fast track" programs.

Low adult literacy is directly linked to unemployment, lower income, crime, poor health, low reading ability of children in the family, and intergenerational poverty:

- Children whose parents are functionally illiterate (reading at or below a sixth grade level) have a 72% chance of being at the lowest reading levels themselves.
- A mother's education level is the greatest determinant of her children's academic success, outweighing other factors such as neighborhood or family income.
- 3 out of 4 food stamp recipients are at or below a fourth grade level of literacy.
- More than 60% of all prison inmates are functionally illiterate.
- Low literacy costs the US at least \$73 million per year in direct health care costs.

National research shows that for every \$1 invested in adult education programs, such as those offered by Friends of Literacy, the local community realizes \$60 in increased income, an expanded tax base, and savings on welfare and legal system expenses. An investment in Friends of Literacy is an investment in the economic vibrancy of our community.