

Sponsorship  
Opportunities

Brink Literacy  
Project presents

THE

# *Novel Gala*

2019

Saturday

**11**

May

The Brown Palace  
321 17th St.  
Denver, CO 80202

Join us for a night of stories and  
intrigue to support literacy programs  
in Colorado!





# About the 2019 Gala

Each year, our Novel Gala gathers over 200 leaders in philanthropy, literature, entertainment, politics, and education. As a 95% privately funded nonprofit, our gala raises vital funds to support our many educational programs across the globe.

This year, funds raised will support the use of storytelling as a tool for social change in underserved communities. In particular, we are rolling out a scale-up model for our Frames Prison Program, using storytelling to increase literacy rates and close the achievement gap in this crucial population.

So without further ado, we invite you to don your mask for this year's "masquerade" theme as we raise funds and glasses for educational programs in Colorado and beyond!

## About Brink Literacy Project

Brink Literacy Project is a 501(c)3 nonprofit organization, devoted to utilizing the power of storytelling to positively affect the lives of people on the brink. Through our education, community, and publishing divisions, our nonprofit works worldwide to foster a love of literature, increase literacy rates, and use storytelling to empower underserved communities.

### When:

May 11, 2019  
6:00 - 10:00pm

### Where:

The Brown Palace

### Master of Ceremonies:

Ed Greene,  
KOA Newsradio

### Honoring:

The Daniels Fund

### Keynote:

Dani Hedlund, CEO of  
Brink Literacy Project

**Theme: Masquerade**

## About the Daniels Fund



At this year's event, Brink is overjoyed to present the Novel Philanthropic Award to the Daniels Fund, a private charitable foundation established by cable television pioneer Bill Daniels, which is dedicated to making life better for the people of Colorado, New Mexico, Utah, and Wyoming through its grants program, scholarship program, and ethics initiative. The Daniels Fund is having an incredible impact on youth through support of early childhood education, financial literacy, and its scholarship programs. Daniels Fund President and CEO, Linda Childears, will be accepting the Novel Philanthropic Award on behalf of the Daniels Fund at the Novel Gala.

## About Linda Childears

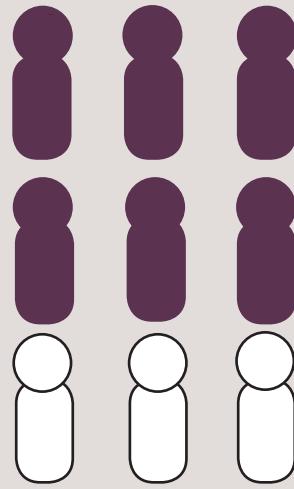
Linda Childears joined the Daniels Fund in 2005. She implements the Board's strategic direction and leads all programs and operations. Prior to the Daniels Fund, Linda served as President & CEO of Young Americans Bank, Bill Daniels' bank for kids. Bill appointed her a trustee of his estate and named her to the Daniels Fund Board of Directors. Her leadership reflects her dedication to honoring Bill Daniels' philanthropic intent.



# What We're Fighting For

There is a direct link between illiteracy and crime

**2/3** OF STUDENTS  
STRUGGLING  
WITH  
LITERACY BY  
4TH GRADE  
  
WILL ENGAGE IN  
CRIMINAL ACTIVITY



**70%**  
OF INMATES STRUGGLE  
WITH LITERACY  
  
**45%**  
Are FUNCTIONALLY  
ILLITERATE

**\$6.9B**  
SPENT ANNUALLY  
HOUSING INMATES

There's **HOPE**. Studies show inmates in literacy programs are **50% less likely to re-enter prison**. That's why we created the **Frames Prison Program**: free education for women in prison.

**The Frames Prison Program** does more than just increase vital literacy skills. Focused around an **innovative graphic memoir program**, Frames helps students **dig into their past**, unearth the elements that have **forged their present**, and create a **vision for their future**.

## Testimonies from our Students

"This class has **impacted my life** and will continue to do so when I get out of prison. It has built my confidence, self-worth, self-esteem, and helped my healing process." —JC

"I truly believe this class will help many more individuals and give **not only therapeutic help** but a **voice to the voiceless**." —EJ

"Without this team and support, I do not believe that **my confidence and understanding of my crime** would have been as clear. I attribute a lot of my success to **making parole** to this group." —RB



# THE *Noel Gala*

Sponsorship Level	Pricing
Presenting Sponsor	\$25,000
Masterpiece Sponsor	\$15,000
Book Sponsor	\$10,000
Draft Sponsor	\$5,000
Pitch Sponsor	\$2,500

2018 Sponsorship Benefits	Presenting	Masterpiece	Book	Draft	Pitch
Recognition as 'Presenting Sponsor' in all gala marketing	X				
Opportunity to speak at event	X				
Full-page ad in <i>F(r)iction</i> , our internationally distributed magazine	X				
Mention on Channel 2	Mention				
Mention on KOA Newsradio (269,000,000 monthly listeners)	Mention	Mention			
Advertising in The Denver Post (circulation: 1,200,000)	Name and Logo	Logo	Name		
Advertising in 5280 Magazine (circulation: 77,000)	Name and Logo	Logo	Name	Name	
Mentions on our social media channels (over 15,000 followers)	10	8	6	4	2
VIP ZONE branding with your company logo on banners and print materials	X	X	X	X	X
Company ad in event program and video	Full page	Full Page	Half Page	Quarter Page	Third Page
Premier seating for ten people**	X	X	X	X	X
The amazing feeling of supporting storytelling and the lives it can shape!	X	X	X	X	X

\*\*All sponsors receive hosted dinner, beverages, cool swag gifts, and live entertainment. For more details about sponsorships, please contact our gala manager, Anna Suszynski, at [asuszynski@brinklif.org](mailto:asuszynski@brinklif.org).