

# THE Spelling Bee CHALLENGE!

## Sponsorship Proposal

Team up for literacy and put your brand at the heart of our community's most competitive lunch hour.

**JUNE 11th**  
VanDusen Botanical Garden  
**12:30 p.m.**



IN SUPPORT OF



**ONE TO ONE**  
A Children's Literacy Program

email: [alistair@one-to-one.ca](mailto:alistair@one-to-one.ca)

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## About the Spelling Bee Challenge

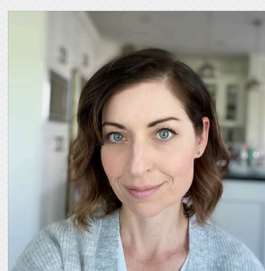
*A fun (and a little competitive) lunchtime event in support of literacy!*

- **Introduced in 2005**, the Spelling Bee Challenge is ONE TO ONE's signature fundraising event.
- This June – **for the first time in-person since 2019** – the Spelling Bee Challenge returns for a lunchtime event.
- Featuring **a catered lunch, silent auction, stories of impact, and a three-round, team-based spelling bee**, it is the ideal event to celebrate employees, connect with clients, or both!
- Supporting the Spelling Bee Challenge is a powerful way for your company to publicly demonstrate your commitment to **kids, education, and the power of intergenerational relationships**.
- Your involvement will help us to continue providing reading support to over **1,600 students in 114 schools across 14 communities, led by 500+ tutors.\***

\*2024-25 school year

### Ashley Spires

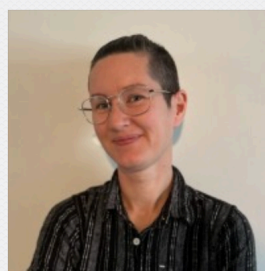
Local author and illustrator - known for the *Binky The Space Cat* series.



HOST

### Amanda Adams

Veteran trivia host and long-time non-profit professional.



QUIZ MASTER

#### It's no surprise:

Reading is the single most important skill a child will learn in life.

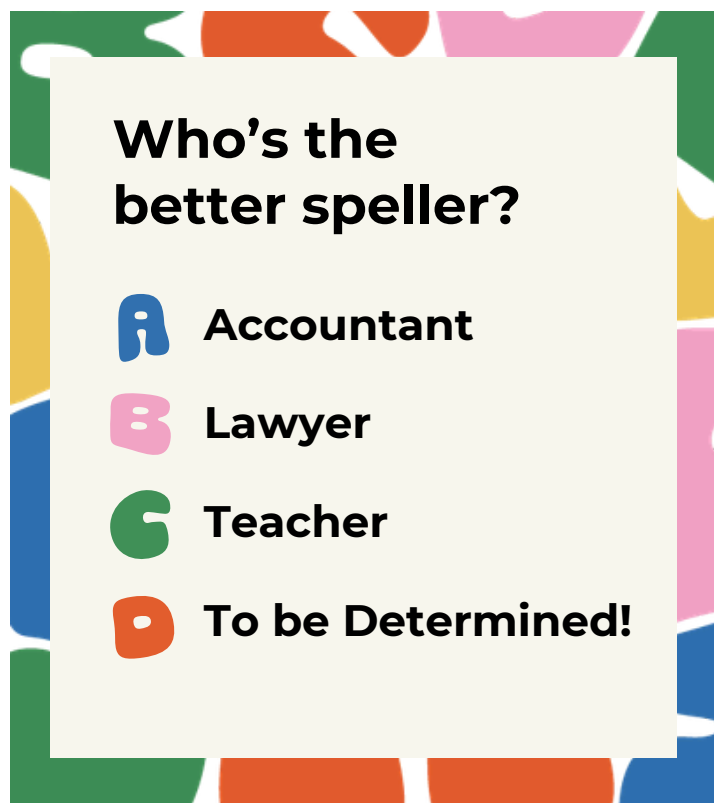
-(NICHD; 2000)

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## Who will you See at the Bee?

*B.C.'s cleverest minds and busiest bees supporting a great cause.*



### About the attendees

The ONE TO ONE Spelling Bee Challenge brings together some of the Lower Mainland's most competitive and community forward **professionals**.

Past Bees have seen top **litigators and justices, portfolio managers, accountants, and tech teams** battling it out for Spelling Supremacy - all in support of our children's literacy programs across B.C.

It's a lunch hour that is equal parts fun and meaningful, and it offers a unique opportunity to connect with the region's top professionals.

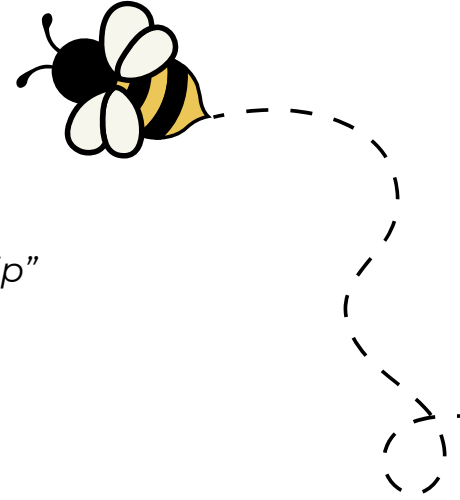
But beyond the competitive spirit – and, of course, the coveted trophy – this event is a celebration of how community makes our critical work possible.

And community support of our work is needed more now than ever. Last year, the teachers involved in our program told us that they would have recommended **nearly 50% more students** to the program than we had capacity to serve.

So, take the opportunity to step away from your desk and help us close the literacy gap in British Columbia. **This is one time that words truly do make a difference.**

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## Queen Bee Presenting Sponsor

*The ultimate literacy partnership with total event “ownership”*

**\$10,000**

### Marketing & Reach

- **12-month Masthead Branding:** Exclusive logo placement on the *Word to Word* newsletter (3,500+ recipients).
- **Exclusive Photo Booth Branding:** Logo on every digital and physical print.
- **Exclusive Memento Branding:** Sole logo placement, alongside ONE TO ONE on Spelling Bee commemorative tote bag.
- **Premium Digital Presence:** 10 social posts & “pinned” digital ad across all channels.

### Live Event Experience

- **Stage Presence:** 3-minute speaking opportunity & trophy presentation honours.
- **VIP Photo Session:** Private shoot with board, leadership, and volunteers for your use.
- **Total Signage Coverage:** Priority placement on stage, wayfinding, and table signage.
- **Full Slide Ownership:** Logo featured on every slide of the event deck.

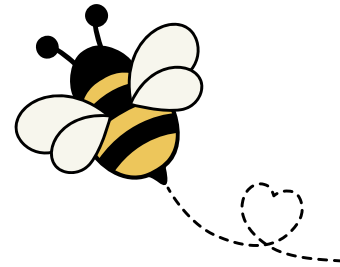
### Corporate & Impact

- **Two Dedicated Team Tables:** Or 16 complimentary seats to use at your discretion.
- **Employee Value:** In-person Parent Reading Workshop for your staff.
- **Sponsor Tutors:** Make it possible for 4 volunteer tutors to attend the event, including one on your team.

**Direct Impact:** Your support funds the equivalent of a full year of literacy tutoring for **100 students!**

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## Honey Bee Premier Partner

High-visibility branding for community-minded organizations

\$5,000

### Marketing & Reach

- **12-month Newsletter Branding:** Exclusive logo placement on our *Parent and Caregiver* newsletter (2,000+ recipients).
- **Targeted Social Campaign:** 5 social features & event-week digital ads across all channels.
- **E-Promotion:** Featured as Premier Partner in all digital advertising.

### Live Event Experience

- **Strategic Signage:** Featured placement on wayfinding and table-top signage.
- **Verbal Recognition:** 4 dedicated “shoutouts” during the Bee.
- **Slide Deck Feature:** Logo included in the Premier Partner deck sequence.
- **VIP Group Photo:** Commemorative photo with board and staff.

### Corporate & Impact

- **One Dedicated Team Table:** Or 8 complimentary seats to use at your discretion.
- **Employee Value:** Virtual Parent Reading Workshop for your staff.
- **Sponsor Tutors:** Make it possible for 2 volunteer tutors to attend the event, including one on your team.

**Direct Impact:** Your support funds the equivalent of a full year of literacy tutoring for **50 students!**

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## Worker Bee Community Partner

Essential support for local literacy and community engagement

**\$2,500**



### Marketing & Reach

- **Tutor News Feature:** 3 messages (with logo) reaching 250+ community literacy leaders.
- **Social Shout-outs:** 3 dedicated social media posts.
- **Digital Listing:** Recognition in all event advertising and promotional materials.

**Direct Impact:** Your support funds the equivalent of a full year of literacy tutoring for **25 students!**

### Live Event Experience

- **Table Branding:** Logo featured on table-top signage.
- **Verbal Recognition:** 2 live mentions: 1 each at the start and end of the Bee.
- **Slide Deck Feature:** Logo included in the Community Partner deck sequence.

### Corporate & Impact

- **Half a Team Table:** Or 4 complimentary seats to use at your discretion.
- **Sponsor a Tutor:** Make it possible for a volunteer tutor to attend the event - they can even play on your team.

For **more specifics** on the benefits at each sponsorship level, see **APPENDIX A.**

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## Questions? Just ask!



*We can't wait to see you at the Bee*

We want the 2026 version of ONE TO ONE Literacy's Spelling Bee Challenge to be a memorable, exciting, and fun experience for both our **guests and sponsors**.

With that in mind, we are eager to discuss any additional ways we can recognize and bring value to you and your organization.

If you have any questions or would like to discuss the Bee, please don't hesitate to reach out.

To secure your Spelling Bee Challenge sponsorship, please email me at your convenience: [alistair@one-to-one.ca](mailto:alistair@one-to-one.ca)

Sincerely,

*Alistair Nagle*

Alistair Nagle  
Executive Director,  
ONE TO ONE Literacy Society

