



Dear Friend,

Imagine your child needing medicine, but you can't read the directions. Imagine searching for a job but being unable to read the application. Imagine receiving a jury summons you don't understand. **Imagine having to ask someone to read you this letter.**

These are challenges faced by real people in our community every day: people who are functionally illiterate because of inadequate early education, learning disabilities, or language barriers. **Approximately 24% of Lakeland's adult residents fall into this category.** Many live with shame and battered self-esteem.

READ Lakeland exists to help adults in our community improve their circumstances through literacy. We have offered one-to-one literacy instruction free of charge for our students for over 29 years. Our programs are supported by Polk County Public Schools and, with the help of our volunteer tutors, hundreds of adult learners have achieved personal success and academic goals.

Your sponsorship during our annual Kiss the Pig fundraiser makes a meaningful contribution to support your community. Every dollar donated goes directly to combat illiteracy in the Greater Lakeland area.

Each year members of the community compete for their chance to Kiss the Pig! Candidates compete to collect the most "votes" from their family, friends, colleagues, and supporters. Each "vote" = \$1 - and the candidate with the most votes **WINS A PIGGY SMOOCH!** Yes, a real pig, and a real smooch. It is a **FUNdraiser** for an excellent cause.

The majority of our yearly funding comes from our annual Kiss the Pig event. We have not been able to host this event as we have in years past; that's why it is so important that our new Kiss the Pig Event sustains our organization for the benefit of our community.

We welcome checks or a donation through our website: www.readlakeland.com. To Sponsor and VOTE for your candidate please let us know and we will honor your dollars as "votes" for the candidate of your choice.

With your generous sponsorship, you receive all the benefits on the following page plus you are invited to the **Grand Smooch Finale on May 3rd, at The Lakeland Country Club. Come see the winning candidate KISS A PIG!**

Thank You for supporting Read Lakeland, Inc. and your neighbors,

A handwritten signature in black ink that reads "Beth Hesselstine". The signature is written in a cursive, flowing style.

Beth Hesselstine
Executive Director, READ Lakeland, Inc.



Enriching Lives Through Literacy

Celebrating **over 29 years** of serving our community!

SPONSORSHIP LEVELS

KISS THE PIG 2024

APRIL 18 – May 3

Choose the right sponsorship level for you, and wallow in the benefits!

\$1,000 Super Smokin' Pig

KISS THE PIG EVENT SPONSOR

Little Piggy and Porker Package PLUS

- Logo on READ Lakeland website for an entire year
- Logo on quarterly READ Lakeland Email Newsletter for a year

\$500 Porker

FINALE DINNER SPONSOR

Little Piggy Package PLUS

- Logo on all Emails during campaign
- Logo and Thank you Call out on our final Thank You Email

\$250 Little Piggy

PARTY SPONSOR

- Logo on READ Lakeland website Kiss the Pig Event Page
- Facebook Thank You post on the Read Lakeland Facebook page – this is sharable, and your business will be tagged. Your logo and any photos can be shared to promote your business.
- Mention during Finale-Winner-Announcement Event

Additional Benefit for All Sponsorship Levels

Opportunity to vote for the candidate(s) of your choice with your sponsorship dollars

Join us at the Grand Smooch Finale on May 3rd, at The Lakeland Country Club

Most importantly: provide free tutoring for adults in Lakeland who need help learning to read English to enrich their lives and improve our community!

*Please email business information and the logo to beth.hesseltine@readlakeland.com