



We Can Only Be Ready For The Future If We Prepare Today

3044 Bloor Street West Suite 249  
Toronto, Ontario Canada M8X 2Y8

TEL 647 835 9794 EML [info@acclf.com](mailto:info@acclf.com)  
FAX 416 253 1428 URL [www.acclf.com](http://www.acclf.com)

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## ACCLF SPONSORSHIP OPPORTUNITY 2010

### Why Sponsor The ACCLF?

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The **African Canadian Children's Literary Festival (ACCLF)** offers a fantastic chance for companies and organizations to invest in the fun, excitement, educational and entertainment of our events by becoming a sponsor. The range of our events and target audiences provides sponsors with almost every target market within the Greater Toronto Area. Our aim is to develop long - term strategic relationships that benefit our sponsors and ensure that we strive for excellence to produce each **ACCLF** event.

The **ACCLF** is free for everyone. Our goal is to engage children, youth and their families to participate in literary workshops that are designed to celebrate education and promote African culture, awareness and identity through reading, writing, poetry, spoken word and storytelling.

The **ACCLF** is a forum for children and youth between the ages of 5 - 18 to be recognized for their literary contributions and artistic talents in music, dance, visual and performance arts.

Our discussion panels purpose is to challenge all participants to look at creative ways to inspire positivity and to exchange an open and active dialogue. The panel is designed to prepare parents, caregivers and professionals with the necessary tools to be successful advocates on behalf of their children and youth. The information sessions are developed to empower parents encouraging them to be more involved in their children's lives.

The **ACCLF** has partnered with numerous government agencies, school boards, library systems and developed an outreach strategy that includes several children, youth and grassroots organizations which will help us increase public awareness while advocating the values of education.

#### By Sponsoring The ACCLF You Will Be....

- ✓ **Seen As A Leader**
- ✓ **Promoting Literacy**
- ✓ **Making A Difference**
- ✓ **Investing In The Future**
- ✓ **Embracing Cultural Diversity**
- ✓ **Strengthening The Good Will Of Your Organization**
- ✓ **Helping To Provide Alternative Educational Experiences**
- ✓ **Receiving Media Recognition Before, During And After Each Event**

This year's the **ACCLF** offers a momentous and strategic opportunity for our sponsors and we hope to add your involvement to our continued support. All funds, goods, services and donations received, will be used for **ACCLF** programming and events, specifically for supplies, refreshments and other operational expenses. Such efforts help us to more effectively make a significant contribution within our community.



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## ACCLF SPONSORSHIP OPPORTUNITY 2010

### Sponsorship Packages

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Sponsors will be recognized in selected radio, print and television advertising. Our aim is to reach the thousands of families and individuals who live, work and attend school within the Greater Toronto Area.

#### Platinum Sponsor:

##### **The African Canadian Children's Literary Festival in association with Your Company Name**

Suggested Contribution of \$2500 +, cash or combined cash and value

- ✓ Exclusive listing as **Platinum Sponsor** on all promotional print materials to be distributed to various community centres, schools, libraries and businesses in the GTA
- ✓ Company name and logo to be displayed on **ACCLF** program booklet and banner
- ✓ Special recognition at all pre-promotional events
- ✓ Company name will appear on advertisements, press releases, radio ads & promotional appearances – estimated reach 10,000
- ✓ Company name and logo will appear on certificates awarded to **ACCLF** Literary Contest winners
- ✓ Your company banner exhibited at the show (if provided)
- ✓ Full Page Ad in **ACCLF** program booklet

#### Gold Sponsor:

Contribution of \$1001 to \$2499, cash or value

- ✓ Company name and logo will appear on promotional materials to be distributed to various community centres, schools, libraries and business in the GTA
- ✓ Company name and logo to be displayed on **ACCLF** program booklet
- ✓ Company name will appear on advertisements, press releases, radio ads & promotional appearances
- ✓ Your company banner exhibited at the show (if provided)
- ✓ ½ Page Ad space in **ACCLF** program booklet

#### Silver Sponsor:

Contribution of \$501 - \$1000, cash or value

- ✓ Company name and logo will appear on promotional materials to be distributed to various community centres, schools, libraries and business in the GTA
- ✓ Company name and logo to be displayed on **ACCLF** program booklet
- ✓ Company name will appear on selected advertisements and press releases
- ✓ ¼ Page Ad space in **ACCLF** program booklet

#### Bronze Sponsor:

Contribution of \$251 - \$500, cash or value

- ✓ Company name and logo will appear on selected promotional materials to be distributed to various community centres, schools, libraries and businesses in the GTA
- ✓ Company name and logo to be displayed on **ACCLF** program booklet
- ✓ Business Card size Ad space in **ACCLF** program booklet

#### Early Bird Sponsor: (Until September 1st 2010.)

Contribution of \$100 or \$250, cash or value

- ✓ Company name and logo will appear on a selected month/page of the **ACCLF** Calendar 2010 alongside the **ACCLF** logo to be distributed and sold to various community centres, schools, libraries and businesses in the GTA
- ✓ ½ Business Card size Ad space will appear on the rear page of **ACCLF** Calendar 2010 for \$100



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## ACCLF SPONSORSHIP OPPORTUNITY 2010

### Sponsorship/Support Confirmation Form

The African Canadian Children's Literary Festival would like to thank you for your kind support and generous donation towards our 2010 festival. *We Can Only Be Ready For The Future If We Prepare Today.*

#### Sponsor Information:

COMPANY/ NAME:	
MAILING ADDRESS:	
CONTACT NAME:	CONTACT TITLE:
PHONE:	FAX:
URL:	EMAIL:

#### Please check one:

#### Fill In Full Amount:

- Yes, Our Company wants to be a Platinum Sponsor (\$2500 + in cash or value) \$ \_\_\_\_\_
- Yes, Our Company wants to be a Gold Sponsor (\$1001 - \$2499 in cash or value) \$ \_\_\_\_\_
- Yes, Our Company wants to be a Silver Sponsor (\$501 - \$1000 in cash or value) \$ \_\_\_\_\_
- Yes, Our Company wants to be a Bronze Sponsor (\$251 - \$500 in cash or value) \$ \_\_\_\_\_
- Yes, Our Company wants to be a Early Bird Sponsor (circle one) \$100 or \$250
- Yes, Our Company wants to donate \$ \_\_\_\_\_

\* **Print Full Amount:** \_\_\_\_\_

#### Enclosed:

- Funds
- A letter detailing goods or services which are to be provided
- A cheque made payable to **The African Canadian Children's Literary Festival (ACCLF)**

Date: \_\_\_ D / \_\_\_ M / \_\_\_ Y / Contact's Signature: \_\_\_\_\_