

MCAEL

Montgomery Coalition for

Adult English Literacy



Corporate Partnerships

About MCAEL

MCAEL is a community of public, nonprofit and business partners that support coalition more than 70 adult ESOL and literacy service provider programs, 1,500 instructors and staff and over 20,000 adult learners. Together, the Coalition works to strengthen the community by helping adults gain the English literacy skills needed to reach their potential as parents, workers, and community members.

How MCAEL Works for You

- ✓ Ensuring a workforce ready for the 21st century
- ✓ Driving greater economic prosperity
- ✓ Building connections within our diverse community

MCAEL's Value to Your Organization

- ✓ Service – opportunities for employees to volunteer and develop leadership in teams
- ✓ Marketing – opportunities to connect to a broad and diverse network of organizations and individuals
- ✓ Education and Training – meeting the human resource needs of a diverse workforce

MCAEL Corporate Leaders for Literacy Circle

Join with other local businesses to support literacy through MCAEL's Corporate Leaders for Literacy Circle. At all levels, MCAEL is available to support corporate social responsibility, employee giving, volunteerism, and worksite programming efforts that focus on English literacy.

	Website	Community Report	Monthly Newsletter	Staff E-Signature	Event s and Meetings	Press Release
Audience/ROI	Over 1,000 unique visitors/month	County Council; County Executive; Gen. community	700 individuals	50 individuals/day	15/year	Major media outlets
Level						
Network Builder \$5,000-10,000	Logo	Logo	Ongoing acknowledgement	Six months	Signage and announcement	Annual
Classroom Supporter \$2,500-4,900	Listing	Listing	One-month acknowledgement	One month	Announcement	
Learner Champion \$1,000-2,499	Listing	Listing	One-time acknowledgement			

MCAEL Community Outreach Sponsorships

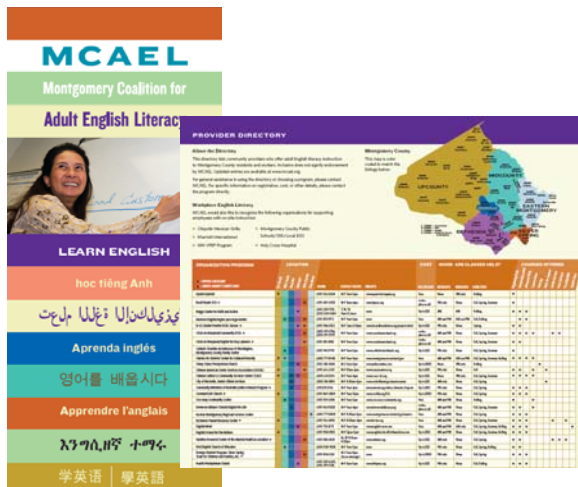
Provider Directory Sponsorship

The MCAEL Provider Directory is Montgomery County's only comprehensive directory of available adult ESOL and literacy classes. Distributed in print and electronic format, the Directory reaches an estimated 8,000 individuals, including:

- Elected officials
- Businesses
- Local social service agencies
- Media outlets
- And many more

\$1,000 / full-color logo and listing on print, email and web

\$500 / full-color logo and listing on electronic copy only



Teacher Toolbag Sponsorship

MCAEL's toolbags provide English literacy instructors with teaching aids and authentic materials from the outside world that they can bring into the classroom. The materials help learners practice English and apply it in their daily lives. *Items included may vary, but include tools such as play money, maps, index cards, and grocery flyers.*

For each instructor that receives a bag, more than 50 adults and 100 family members can be reached!

LOGO Sponsor / \$2,500 / Your logo appears on bags distributed to 100 instructors

MATERIALS Sponsor / \$500 / Your business flyer included in up to 100 bags



Volunteer Project Sponsorship

Looking for a fun team-building service project? Gather a team of colleagues and sponsor a fun, co-branded volunteer event such as holiday giftwrapping or restaurant night.

Each event helps raise new supporters and hundreds of dollars in contributions from shoppers. No financial commitment is required – all we need are a dedicated team of volunteers!

What You Provide:

- A team of dedicated volunteers (10-20 or more), including 2-3 lead volunteers
- Promotion of the event within your organization



What MCAEL Provides:

- Advertising of the event, including promotion of your organization and team
- Lead volunteer training and all materials you will need for the day
- Volunteer recognition

