



August 29, 2026 8:30 AM
Bissett Park, Radford, VA

Sponsorship Opportunities

	Friends of Literacy	Enchanted Ally	Noble Champion	Legendary Hero
	Cash donations less than \$100 and donations of prizes for awards/drawings	\$100	\$250	\$500
Social media shoutouts	✗	✗	✗	✗
Promotional material in race packet	✗	✗	✗	✗
Listed in e-newsletter (1,000 constituents)	Name	Logo	Logo, link	Name, logo, link, blurb
Flyer in race packet	Name	Logo	Logo (larger)	Name and logo (largest)
Website throughout the year	Name	Logo	Logo (larger)	Name and logo (largest)
Email to all participants	Name	Logo	Logo (larger)	Name and logo (largest)
Free race entries		2	4	8
Recognition by emcee at event		✗	✗	✗
Invitation to annual Literacy Dinner		✗	✗	✗
Speak and/or set up informational table			✗	✗
Logo on t-shirt			✗	✗
Name included in news release			✗	✗
Featured in e-newsletter all year				✗

All proceeds from Once Upon a Race will help local adults learn to read!

Go to www.literacynrv.org/onceuponarace or submit form below by August 7, 2026



Yes, we want to support Literacy NRV by providing a sponsorship for Once Upon a Race!

Name of company/sponsor: _____

Sponsor level: _____ Amount: _____ Email: _____

Will you be participating in the race? Yes No

Please fill out and return to the address below by August 7, 2026.



Who is Literacy NRV?

Our Mission

We support adults in the New River Valley who seek opportunities to achieve greater independence through literacy.

We are a community-based literacy program that provides free one-to-one or group instruction in reading, writing, math, English for speakers of other languages, and basic computer skills. We help adults achieve the following:



WORK GOALS, including

- securing a new or better job
- entering an education or job training program
- passing the GED
- increasing basic computer skills



FAMILY GOALS, including

- reading with children
- helping children with homework
- reading medications and communicating with doctors
- paying bills/understanding finances



COMMUNITY GOALS, including

- voting
- achieving U.S. citizenship
- increasing involvement in community or religious activities
- passing the driver's license exam

