## CAMPAIGN EVENT SPONSOR



August 25, 2022 • 11:30am-1:00pm McNease Convention Center

**United Way Concho Valley** 

## WHAT IS A CAMPAIGN EVENT SPONSOR?

Your support through a Campaign Event Sponsorship assists United Way of the Concho Valley with the administrative costs to train the many volunteers it takes to run the Annual Campaign. In addition, your sponsorship helps cover the cost for the Campaign Kick-Off, allowing United Way to offer this event free to our community.

## HOW WILL SPONSORING BENEFIT MY ORGANIZATION?

- · Company logo on marketing materials and signage at campaign events
- Presentation of gratitude to display at your company
- · Company logo displayed on the United Way website, electronic communications, and recognized on social media
- Speaker sponsors will be invited to a special "Meet and Greet" with our guest speaker immediately following our Campaign Kick-Off Luncheon

## CAMPAIGN KICK-OFF LUNCHEON: FEATURING ERIN GRUWELL

Erin Gruwell is a teacher, an education activist, and the founder of the Freedom Writers Foundation. She created the Freedom Writer Methods, a progressive teaching philosophy and curricula designed to achieve excellence from all students. She encouraged them to re-think rigid beliefs about themselves and others, reconsider daily decisions and ultimately re-chart their futures. She decided to channel her classroom experiences toward a broader cause, and today her impact as a teacher extends well beyond Room 203. Gruwell founded the Freedom Writers Foundation where she currently teaches teachers around the country how to implement her innovative lesson plans into their own classrooms.



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