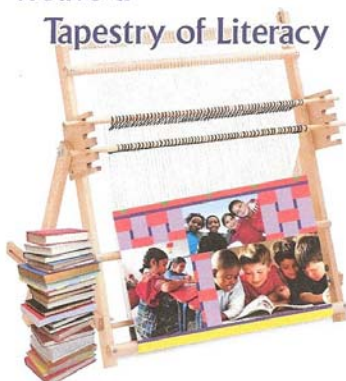


Weave a
Tapestry of Literacy



43rd Annual CRA Institute
October 15 – 16, 2010
RIVERSIDE CONVENTION CENTER
RIVERSIDE, CALIFORNIA

California Reading Association
3186 D-1 Airway • Costa Mesa, CA 92626
Phone: 714-435-1983 • 714-435-0269
www.californiareads.org

Dear Exhibitor:

The California Reading Association has an ongoing commitment to “literacy”. In October 2010 the California Reading Association (CRA) will host its annual professional development institute in Riverside, California. This year the theme is “Weave a Tapestry of Literacy”. Educators will look forward to a conference that offers both nationally and internationally known speakers and researchers in the field of education, along with the newest educational materials and products.

In the past, the CRA institute has been successful due, in part, to the continued generous support of companies like yours. CRA once again invites you to become a sponsor at this literacy institute. A number of special events and opportunities are planned. You may choose to sponsor **all** or **part of** an event, sponsor the attendee bags, or you may choose a general sponsorship (monetary). Attached is a response form that lists all of the major events and their estimated costs.

As a sponsor, your company will be highlighted in the program and at each special event. Each sponsor will receive badge ribbons to acknowledge their sponsorship and an invitation to the event they sponsor.

On behalf of the California Reading Association, I want to thank you for your past support and extend this special invitation to you. We hope that you will again consider supporting the educators in California at CRA Institute in Riverside.

If you are interested in a sponsorship, please fill out the attached response form completely and return to the CRA office. If you have questions, please call Sharon McCormac at the CRA office (714) 435-1983 ext. 11. So that we can give you the proper recognition in all conference materials, we would appreciate a response as soon as possible.

The California Reading Association looks forward to working with you and hopes that you will continue to work with us as we all support literacy.

Sincerely,

Judy Miranda
CRA President Elect
Institute Chair

Sponsorships Available

Show Program Ads

Advertise in the CRA Institute Program. The program is the single source for all event information. It includes speakers' list, institute schedule, exhibitor list and show floor layout. The program is given to approximately 350 event attendees. You have the opportunity to purchase full page, half page and quarter page ads. For further information and prices, contact Marilyn Holland at 714-435-1983 or marilyn@californiareads.org

Attendee List

The attendee list allows exhibitors to get important information to attendees both before and after the institute. Let your clients know about your new products and follow up with special promotions to those who attended the institute and visited your booth. Lists will be available through the CRA office at **\$.10 per name** starting in October. Contact Sharon McCormac at 714-435-1983 ext. 11 or sharon@californiareads.org

Bag Inserts

The attendee bag insert is a wonderful way to send attendees to your booth, your website, and to share promotional information while building traffic to your booth. Inserts are limited to 1 page. **\$250.00**

Attendee Bag

The Attendee Bag is a favorite. Big enough to hold all of this year's great new books and institute handouts. Attendees use the bag all year at school and around town. Your company name and messaging will be printed on the bag along with the institute logo. **\$700.00**

President's Breakfast

Saturday, October 16, 2010, 7:30 am – 9:00 am. This breakfast is held for the Association's VIPs. Sponsor may address the assembled guests and attend the breakfast **\$2000.00**

Delegates Assembly

Friday, October 15, 2010, This meeting will welcome the new President to all California council members and other VIPs. Sponsor may address the assembly. **\$300.00**

CRA Board Dinner

Thursday evening, October 14, 2010. Enjoy a lovely dinner event with the CRA board and other VIPs. Sponsor may address the gathering and join the dinner. **\$2000.00**

Popcorn for Attendees

On the exhibit floor Friday or Saturday. The aroma of fresh popcorn will bring attendees running to meet this sponsor. **\$500.00 each day**

Wine Down

Saturday, October 16, 2010, 3:00 pm – 4:30 pm. The CRA President will join all volunteers and the local meetings committee members to celebrate the 2010 institute. Sponsor will have a celebratory networking opportunity. **\$250.00**

SPONSORSHIP RESPONSE FORM

CALIFORNIA READING ASSOCIATION INSTITUTE
OCTOBER 15 – 16, 2010
RIVERSIDE, CALIFORNIA

California Reading Association extends grateful thanks for your continuing support of our annual state meeting, one of the largest state literacy gatherings in the nation. In years gone by, your organization has helped sponsor some of the following events. It has always been an opportunity to showcase your company and your support of CRA. Please consider being part of the 2010 CRA Institute, "WEAVE A TAPESTRY OF LITERACY".

SPONSORING ORGANIZATION: _____

CONTACT PERSON: _____

TITLE: _____

ADDRESS: _____

PHONE: _____ FAX: _____

Event Sponsorships Available

Presidents' Breakfast (100)	\$2000
Delegates Assembly Session	\$ 300
CRA Board Dinner (35)	\$2000
Popcorn for Attendees(Friday or Saturday)	\$ 500
Wine Down	\$ 250
Bags for Attendees	\$ 700
General Sponsorship (Monetary)	\$ _____

Co-sponsorships are also available for the above events. Please call the CRA office for more information.

Please fill in the blanks on this form (above and below) and return it to the CRA office.

EVENT SPONSORED: _____

(Please indicate the event you would like to sponsor. If you would like to co-sponsor this event, indicate above)

AMOUNT OF SPONSORSHIP: _____

COMMENTS/REQUESTS: _____

SIGNATURE: _____

Please return this form to:

California Reading Association - Sponsorship
3186 D-1 Airway
Costa Mesa, CA 92626
(714) 435-1983 FAX: (714) 435-0269