

**GAME NIGHT**  
In support of United For Literacy

IN SUPPORT OF



EST. 1899  
United for Literacy  
Littératie Ensemble



[gamenightforliteracy.ca](http://gamenightforliteracy.ca)

*in support of:*

**Opportunities for Support**

## We are United for Literacy.

United for Literacy, formerly Frontier College, is a national registered charity dedicated to improving the lives of children, youth, and adults through literacy.

Working with communities, we reach out to people wherever they are and respond to their individual learning needs. Our services are free for all learners because we believe literacy is a human right.

We have seen the power of literacy and just how profoundly literacy changes everything ... for individuals and communities. No other skill shapes the trajectory of a person's life more than the ability to read and write.

However, more than 40% of adult Canadians who do not have the literacy skills required to perform everyday tasks such as reading email or helping their children with homework.

Join us to raise funds to reach more learners. Help bridge the literacy gap.



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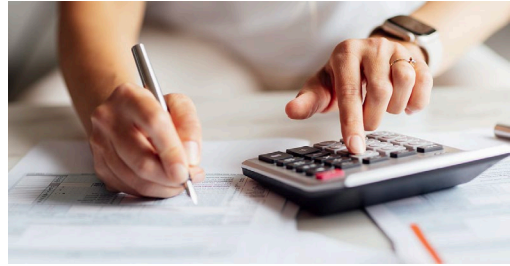
## Financial Literacy: Making Money Make Sense

United for Literacy has a suite of Financial Literacy resources that illustrate the way money works for children, youth, parents, educators, and anyone else interested in improving their financial literacy. Topics covered include budgeting, investing, personal finance, and more. Developed in alignment with the Ontario school curriculum, these free resources are available in English and French (as well as one guide translated into Oji-Cree).

### Our work with Indigenous Communities

United for Literacy collaborates with Indigenous communities across the country to deliver both in-person and at-home learning opportunities. This includes Summer Literacy Camps, one-to-one tutoring, and other programs to help boost literacy skills for children and adults. As well, over 14,000 free, high-quality books and more than 2,600 learning kits designed to meet learners' specific needs have been delivered.

For more information about [Financial Literacy](#) or to read our reports on [Indigenous communities](#), visit our [website](#). Read our [annual report here](#).



# Join us for Game Night on Wednesday, March 5, 2025

## Arcadian Loft, 401 Bay Street, Toronto, ON



After 20 years of successfully engaging our supporters with a Scrabble event, we are introducing United for Literacy's first **Game Night** to engage, socialize and have fun, while raising vital funds for literacy programs across Canada.

This event is a unique networking opportunity where people can connect while knowing they're supporting a great cause. Players choose between Scrabble, Scattergories, trivia, Pictionary, and other games in a lively environment.

Sponsors enjoy visibility and direct brand association with this influential audience from marketing, legal, financial, technology, communications, and business communities. Brand visibility at this event is targeted and wide reaching. All benefits are negotiable and customizable to suit your objectives.





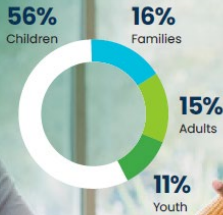
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# We are United to Make an Impact

## Our Impact

A break-down of our programs



The programs we offer by age group:



**42%** of our programs are tutoring.

Student Success Programs for Children and Youth would include: • Direct One-to-One or Small Group Instruction and Support • After-school Literacy and Numeracy Programs • Reading Circles.

**79%**

of parents observed that their child's **math skills improved** after participating in the United for Literacy program.

**92%**

of teachers and educators observed an **improvement in reading**.

Life Success Programs for Adults include: community- and classroom-based programs; and workforce development.

**93%**

of learners feel that they have **gained skills they need** to achieve their specific life goals.

**97%**

of tutors noticed that adult learners show **increased confidence** after attending a program at United for Literacy.



**12%** of our programs are Summer Literacy Camps in partnership with Indigenous communities.

**96%**

of campers felt that attending camp **maintained or raised their interest in reading and learning**.

**99%**

of parents said camps were **valuable to their community**.



**46%** of our programs involve larger group

Training and Workshops • Presentations and Speeches • Awareness Events • Family Learning Activities • Reading Tents • Conferences

We hosted **95** literacy workshops and conferences attended by **4,391** parents, teachers, literacy practitioners, social service workers, and community members.

## Making a Difference

## Literacy in Numbers

We collaborated with

# 503

community partners to deliver quality literacy support in their neighbourhoods. Our partner organizations contributed space, staff time, snacks, and supplies.



We hosted **95** literacy workshops and conferences.

These workshops and conferences were attended by

# 4,391

parents, teachers, literacy practitioners, social service workers, and community members.



Last year, our work was possible thanks to the

# 1,604

volunteers who gave

# 33,900

hours

of service to United for Literacy.



# Sponsorship Opportunities

**\$30,000**

Opportunity	Benefits
<b>Presenting Sponsor (Sold)</b>	<ul style="list-style-type: none"><li>- Speaking opportunity at the in-person event</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Logo on event signage</li><li>- Promotion on social media (6 mentions)</li><li>- 6 team entries (a total of 24 players). Guests choose which game they would like to play.</li><li>- Name recognition in United for Literacy's annual report</li></ul>



***This sponsorship level will help send 600 United for Literacy custom learning kits to children, youth, and families across the country. These will be used by people who have limited or no access to books or learning supports outside of school.***

# Sponsorship Opportunities

\$20,000

Opportunity	Benefits	
<b>Venue Sponsor (2)</b>	Game Night will be hosted in the heart of downtown at the Arcadian Loft.	<ul style="list-style-type: none"><li>- Speaking opportunity at the in-person event</li><li>- Promotion on social media platforms (4 mentions)</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Logo on signs at the venue</li><li>- 5 team entries (a total of 20 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*This sponsorship level will help send 400 United for Literacy custom learning kits to children, youth, and families across the country who have limited or no access to books or learning supports outside of school.*

# Sponsorship Opportunities

# \$10,000

Opportunity		Benefits
<b>Food Station Sponsor (5)</b>	Fuel the event by sponsoring the food stations.	<ul style="list-style-type: none"><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Logo by food stations</li><li>- Promotion on social media (3 mentions)</li><li>- 4 team entries (a total of 16 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Learner Achievement Award Sponsor(1)</b>	A United for Literacy student/learner receives the prestigious Learner Achievement Award at this event.	<ul style="list-style-type: none"><li>- Speaking opportunity and award presentation to the Learner Achievement Award recipient</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (3 mentions)</li><li>- 4 team entries (a total of 16 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



***This sponsorship level will help send 750 quality new books for children and youth living in under-served neighbourhoods in Canada.***



# Sponsorship Opportunities

\$7,500

Opportunity	Benefits	
<b>Online Auction Sponsor (1)</b>	<p>An online auction will be available to participants and United for Literacy networks to help generate funds for literacy programs. This will be hosted one week before the event and close on the event day.</p>	<ul style="list-style-type: none"><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Logo on online platform</li><li>- Logo by the auction tables</li><li>- Promotion on social media (3 mentions)</li><li>- 3 team entries (a total of 12 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*This sponsorship level will help send 250 quality new books for children and youth living in under-served neighbourhoods in Canada.*

# Sponsorship Opportunities

**\$5,000**

Opportunity		Benefits
<b>Scattergories Games Sponsor (1)</b>	Sponsor the Scattergories game. It's one of our main games at this event.	<ul style="list-style-type: none"><li>- Logo recognition in the designated game area</li><li>- Logo recognition on table cards</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 2 team entries (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Trivia Sponsor (1)</b>	Sponsor the Trivia game at this event. Players will use Kahoots, an online trivia platform to play.	<ul style="list-style-type: none"><li>- Logo recognition in the designated game area</li><li>- Logo recognition on table cards</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 2 team entries (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Taboo Sponsor (1)</b>	Sponsor the Taboo game. This game is a fun guessing game for all, and new to this event!	<ul style="list-style-type: none"><li>- Logo recognition in the designated game area</li><li>- Logo recognition on table cards</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 2 team entries (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

# Sponsorship Opportunities

\$5,000

Opportunity		Benefits
<b>Team Sponsor (Unlimited)</b>	Sign up a team and have your colleagues play. It's a great team-building opportunity. Feeling more competitive? Make it a challenge to be the top scorer at your company or organization.	<ul style="list-style-type: none"><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (2 mentions)</li><li>- 2 team entries (a total of 8 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



***This sponsorship level will help mobilize and support 10 volunteer literacy tutors.***

# Sponsorship Opportunities

**\$2,500**

Opportunity		Benefits
<b>Golden Tile Sponsor (2)</b>	Participants can purchase Word Lists: "Q", "Z", "X" and "Two Letter" to help gain an advantage to spelling a high-scoring word.	<ul style="list-style-type: none"><li>- Logo included on <u>one</u> Word List</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Red Carpet Sponsor (1)</b>	Guests are all encouraged to take their pictures with their teams on the red carpet.	<ul style="list-style-type: none"><li>- Logo on signage by red carpet area where all guests take photographs</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

*These sponsorship levels will help mobilize and support 10 volunteer literacy tutors.*

# Sponsorship Opportunities

\$2,500

Opportunity		Benefits
<b>Activities Sponsor (3)</b>	There will be activities such as Pictionary and Scrabble Tile Pull where guests can win prizes.	<ul style="list-style-type: none"><li>- Logo on signage by one of the activities</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>
<b>Registration Sponsor (4)</b>	Guests will check in at the registration desk as their first point of contact.	<ul style="list-style-type: none"><li>- Logo on signage by registration desk</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (a total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>



*These sponsorship levels will help mobilize and support 10 volunteer literacy tutors.*



# Sponsorship Opportunities

**\$1,500**

Opportunity		Benefits
<b>Free Draw Sponsor (4)</b>	Each guests receives a free draw ticket upon entry at the event. We will draw 4 free prizes that guests could win. Sponsors would need to donate a prize	<ul style="list-style-type: none"><li>- Logo on signage by the prize table</li><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 2 tickets to the event. Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

*These sponsorship levels will help 4 children participate in after-school programs for a year.*

# Sponsorship Opportunities

**\$500**

		Benefits
<b>New Players (4)</b>	Explore the opportunities that Game Night has to offer. This opportunity are for new companies looking to sponsor.	<ul style="list-style-type: none"><li>- Logo on multimedia at event</li><li>- 2 tickets to the event. Guests choose which game they would like to play.</li><li>- Name recognition in annual report</li></ul>

*These sponsorship levels will help mobilize and train 5 volunteer literacy tutors.*

Opportunity	Benefits	
<b>Media and In-Kind</b>	Supporting the Game Night by spreading the word can help build your brand with a desirable audience while benefitting United for Literacy's critical literacy programs.	<ul style="list-style-type: none"><li>- Logo on multimedia at event</li><li>- Logo on event website</li><li>- Promotion on social media (1 mention)</li><li>- 1 team entry (total of 4 players). Guests choose which game they would like to play.</li><li>- Name recognition on annual report</li></ul>



***This sponsorship level will help provide more visibility on the work that United for Literacy does in Canada.***



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# Online Auction

United for Literacy host's two Canada-wide online auctions a year. One will be aligned with our Game Night, and the other one will be hosted in the fall.

We are looking for fun and exciting items that appeal to a broad audience for both of our auctions. Suggestions include trips, experiences, electronics, concert/ sports tickets, signed memorabilia, household items, gift certificates, etc. Items can be bundled, creating incredible value to our participants. Please consider donating for both opportunities.

## **The possibilities are endless!**

If you would like to donate an online auction prize, contact Jennifer Chow, National Events Manager at [jchow@unitedforliteracy.ca](mailto:jchow@unitedforliteracy.ca)



# Thank you to our 2024 Sponsors

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Presenting Sponsor

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CIBC MELLON

**EL** Financial Corporation Limited

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## 2025 Co-Chairs

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### **Ozy Camacho**

*Partner, Sales Director  
Credo Consulting*

### **Pat Dunwoody**

*Co-Founder &  
Chief Strategy Officer  
Strategicly Minded Inc.*

## 2025 Committee

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### **John Andrew**

*Senior Account Manager  
TMX Datalinx*

### **Christina Ashmore**

*Managing Director  
IFSE Institute*

### **John Chew**

*Chief Executive Officer  
North American Scrabble Players  
Association*

### **Jennifer Chow**

*National Events Manager  
United for Literacy*

### **Yvette Gauthier**

*Marketing Director*

### **Matthew Latimer**

*Executive Director  
Federation of Independent Dealers*

### **Nancy Nigh**

*Senior Manager, Sourcing Operations  
TMX Group*

### **Kathleen Provost**

*Vice President, Philanthropy and  
Communications  
United for Literacy*

### **George Salac**

*Financial Analyst  
MLSE*

### **James Stares**

*Director, Head of Solutions and Services  
Fundserv*



For more information about our events visit:

**[unitedforliteracy.ca](http://unitedforliteracy.ca)**



Contact: Jennifer Chow, National Events Manager

United for Literacy

[jchow@unitedforliteracy.ca](mailto:jchow@unitedforliteracy.ca)

647.801.9562

Charitable Registration #: 10740 8445 RR001