Wayword, Inc., through the radio show and podcast of *A Way with Words*, through live events, and through its online presence, promotes better human communication and understanding. It does this by looking at language through the lenses of family, history, and culture, and by revealing human connections across eras, generations, cultures, and languages.

**Fourth Annual Word/By/Word Gala**

**Tuesday, September 24, 2019**

**Partnership Opportunities**
Dear supporters and partners,

We are delighted to share with you that the fourth annual Word by Word Gala benefiting the lively nationwide public radio show and beloved San Diego institution A Way with Words will be held on Tuesday, September 24, 2019. It is hosted by the Friends of A Way with Words, the organization’s volunteer support committee.

As co-chairs of the Friends of A Way with Words, we invite you to join us for an evening of fun and language exploration with the co-hosts of the show, Martha Barnette and Grant Barrett, along with 300 members of the San Diego community, at the beautiful Hilton San Diego Resort and Spa on Mission Bay.

The evening will include an entertaining program, dinner, and cocktails. As always, the program celebrates language and recognizes important leaders in our community. This year, we are excited to honor San Diego community leaders Mark Cafferty, Nancy Sasaki, and Dr. Mary Walshok, whose careers and accomplishments closely align with A Way with Words’ mission of raising the level of public discourse.

At last year’s gala, A Way with Words raised $119,361 that helped to fund the production of 26 new episodes. This year, the Friends of A Way with Words has set an ambitious goal of raising $160,000.

We invite you to partner with A Way with Words to help the organization continue to spread an appreciation of language and its diversity. There are a number of ways in which you can do this: become an event sponsor, make an in-kind donation for the live auction, or purchase a table to share this special evening with friends and family.

In the sponsorship materials attached, you will find more information about how you can partner with A Way with Words to enable it to continue to provide excellent programing, change the way people think about language, and provide an oasis of civility as it educates and entertains.

To support the Word by Word Gala, please contact Development Manager Kate Caruso at kate@waywordradio.org or (619) 567-9673. Thank you for your consideration and support.

Sincerely,

Betty Willis Dr. Constance Carroll
Co-chair of Friends of A Way with Words Co-chair of Friends of A Way with Words

A Way with Words is a unique call-in radio show and podcast hosted by the charismatic Martha Barnette and Grant Barrett. It’s about language and how we use it: word origins, regional dialects, linguistic diversity, slang, new words, and the linguistic heirlooms that families pass down through the generations. The show is produced by Wayword, Inc., a San Diego 501(c)(3) nonprofit, and is distributed to public radio stations across North America, including KPBS, and is heard everywhere by podcast.

The nonprofit is supported with help from listeners, foundations, and corporate underwriters. All proceeds from Word by Word will help the organization produce new episodes and serve its large and devoted fan base, listening in San Diego, across the country, and by podcast worldwide.
Join A Way with Words co-hosts Martha Barnette and Grant Barrett as we celebrate language, literacy, and leaders whose work promotes better communication and understanding.

This year we will honor the accomplishments of Mark Cafferty, Nancy Sasaki, and Dr. Mary Walshok.

Tuesday, September 24, 2019
Hilton San Diego Resort & Spa on Mission Bay
1775 East Mission Bay Drive
San Diego, CA 92109

More information at https://friends.waywordradio.org
(619) 567-9673

5:30 p.m. VIP Cocktail Reception
6:15 p.m. General Cocktail Reception
7:00-9:00 p.m. Dinner, Program, and Awards
# Sponsorship Levels

To support this event, contact kate@waywordradio.org or (619) 567-9673.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Presenting Sponsor $25,000</th>
<th>Platinum Sponsor $15,000</th>
<th>Gold Sponsor $10,000</th>
<th>Silver Sponsor $5,000</th>
<th>Bronze Sponsor $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>TABLE AT EVENT WITH NAME RECOGNITION</td>
<td>Two prominently placed tables of eight</td>
<td>One prominently placed table of eight</td>
<td>One table of eight</td>
<td>One table of eight</td>
<td>One table of eight</td>
</tr>
<tr>
<td>VIP TICKETS</td>
<td>16 VIP tickets</td>
<td>Eight VIP tickets</td>
<td>Eight VIP tickets</td>
<td>Two VIP tickets</td>
<td>Two VIP tickets</td>
</tr>
<tr>
<td>UPGRADED WINE DURING DINNER FOR TABLE</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td></td>
</tr>
<tr>
<td>RADIO SHOW UNDERWRITING</td>
<td>Customized on-air underwriting mention of your company on <em>A Way with Words</em> national radio show broadcast. <em>Six consecutive episodes</em>, mid-roll, one mention per episode.</td>
<td>Customized on-air underwriting mention of your company on <em>A Way with Words</em> national radio show broadcast. <em>Five consecutive episodes</em>, mid-roll, one mention per episode.</td>
<td>Customized on-air underwriting mention of your company on <em>A Way with Words</em> national radio show broadcast. <em>Three consecutive episodes</em>, mid-roll, one mention per episode.</td>
<td>Customized on-air underwriting mention of your company on <em>A Way with Words</em> national radio show broadcast. One episode, mid-roll, one mention per episode.</td>
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<tr>
<td>ON-STAGE RECOGNITION</td>
<td>Recognized from the stage and asked to stand so as to be acknowledged as Presenting Sponsor</td>
<td>Recognized from the stage and asked to stand so as to be acknowledged</td>
<td></td>
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</tr>
<tr>
<td>MARKETING RECOGNITION</td>
<td>• Recognition as Presenting Sponsor on all printed and emailed invitations • Linked logo listed on event webpage, listed as Presenting Sponsor • Largest and top logo placement on all sponsorship signage • Exclusive slide with your corporate logo on rotating screen playing during the event • Top recognition in Word by Word marketing collateral including program, press release, media coverage, and e-newsletter</td>
<td>• Linked logo listed on event webpage, listed as Platinum Sponsor • Premier logo placement on all sponsorship signage • Exclusive slide with your corporate logo on rotating screen playing during the event • Recognition in Word by Word marketing collateral including program, press release, media coverage, and e-newsletter</td>
<td>• Linked logo listed on event webpage, listed as Gold Sponsor • Logo placement on all sponsorship signage • Linked logo listed on event webpage, listed as Silver Sponsor • Logo placement on all sponsorship signage</td>
<td>• Linked logo listed on event webpage, listed as Bronze Sponsor</td>
<td>• Logo placement on all sponsorship signage</td>
</tr>
<tr>
<td>COLOR AD IN PROGRAM</td>
<td>Full page ad and cover recognition as Presenting Sponsor</td>
<td>Full-page ad</td>
<td>Three-quarter page ad</td>
<td>One-half page ad</td>
<td>One-third page ad</td>
</tr>
<tr>
<td>USE OF A WAY WITH WORDS LOGO AND NAME ON YOUR OWN WEBSITE, MARKETING, OR OTHER MATERIALS</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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</table>
If you are unable to attend, please consider a tax-deductible sponsorship and you will receive recognition at the event for your donation. Alternatively, we are happy to fill any unused seats at your table with community members.

We are also seeking live auction items to be donated! If you would like to support A Way with Words with an in-kind donation of a live auction item please contact Development Manager Kate Caruso at kate@waywordradio.org or (619) 567-9673.

To learn about past galas and honorees, please see https://friends.waywordradio.org.

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### Limited Availability Sponsorships

To support this event, contact kate@waywordradio.org or (619) 567-9673.

#### Cocktail Reception Sponsor - $5,000

*Two Available*

- Two VIP tickets for VIP cocktail reception, general cocktail reception, plated dinner, and the program
- Signage in the cocktail reception area recognizing you as the reception host
- Customized cocktail napkins featuring your name or logo
- Linked logo or name on event webpage, listed as Cocktail Reception Sponsor
- Recognition in the program as Cocktail Reception Sponsor
- Logo or name on all sponsorship signage

#### Wine Sponsor - $3,500

*Two Available*

- Two tickets for cocktail reception, plated dinner, and the program
- Exclusive slide with your corporate logo or name on rotating screen playing during the event
- Linked logo or name on event webpage, listed as Wine Sponsor
- Recognition in the program as Wine Sponsor
- Logo or name on all sponsorship signage

#### Photo Experience Sponsor - $2,500

*One Available*

- Two tickets for cocktail reception, plated dinner, and the program
- Sign near the photo booth listing you as the Photo Booth Sponsor
- Linked logo or name on event webpage, listed as Photo Booth Sponsor
- Recognition in the program as Photo Booth Sponsor
- Logo or name on all sponsorship signage

#### Centerpiece Sponsor - $2,000

*One Available*

- Two tickets for cocktail reception, plated dinner, and the program
- Linked logo or name on event webpage, listed as Centerpiece Sponsor
- Recognition in the program as Centerpiece Sponsor
- Logo or name on all sponsorship signage
**Please complete form and return by 8/24/2019**

*I would like to be recognized as:*

<table>
<thead>
<tr>
<th>Sponsorships</th>
<th>Limited Sponsorships*</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Presenting Sponsor - $25,000</td>
<td>□ Cocktail Reception Sponsor - $5,000</td>
</tr>
<tr>
<td>□ Platinum Sponsor - $15,000</td>
<td>□ Wine Sponsor - $3,500 (Two Available)</td>
</tr>
<tr>
<td>□ Gold Sponsor - $10,000</td>
<td>□ Photo Booth Sponsor - $2,500 (One Available)</td>
</tr>
<tr>
<td>□ Silver Sponsor - $5,000</td>
<td>□ Centerpiece Sponsor - $2,000 (One Available)</td>
</tr>
<tr>
<td>□ Bronze Sponsor - $2,500</td>
<td></td>
</tr>
</tbody>
</table>

Name/Title of contact person

**Sponsor Name** *(as it should appear on sponsor recognition materials)*

Email *(so we can reach out for sponsorship fulfillment)*  

Address

City  

State  

Zip

https://friends.waywordradio.org

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**Your Completed Form**

- *Please complete and return this form, along with a check, to Kate Caruso at Wayword, Inc., 3911 Cleveland Ave. #632721, San Diego, CA 92163.*
- *Make checks payable to Wayword, Inc.*
- *Send a logo in .ai, .eps., or .jpg form in high resolution to kate@waywordradio.org.*
- *If you have questions regarding your sponsorship, email kate@waywordradio.org or call (619) 567-9673.*
- *Wayword, Inc. is a 501(c)(3) nonprofit organization, EIN 27-0277377. Donations may be tax-deductible; please ask your tax advisor.*