

Rotaract
Club of Birmingham



P.O. Box 13798 • Birmingham, AL 35202 • rotaractbhm.org



BIRMINGHAM'S PREMIER ADULT SPELLING BEE

Greetings!

We are going to be upfront with you: this is a sponsorship letter for a spelling bee.

Not a children's spelling bee. **Sip N' Spell** is Birmingham's most spirited adult spelling bee, where teams of four face off in rounds of increasingly unhinged vocabulary, guided by emcees who treat every eliminated contestant like a minor celebrity and judges who have opinions. There are craft drinks. There is a trophy. There is, inevitably, someone who was absolutely certain they knew how to spell "lieutenant."

Here is why your company should be there. Sip N' Spell draws more than **100 young professionals** from across Birmingham's business, nonprofit, and civic communities for one of the most genuinely enjoyable evenings on the fall calendar. It is the kind of event people actually want to attend, which means your brand shows up in a room full of goodwill, laughter, and people who will remember who made the night possible.

Underneath all that, Sip N' Spell is serious work. Every dollar raised supports **Ready2Read** and **Ready2Succeed**, the two Rotaract programs working directly with Birmingham City Schools students on early literacy and college access. Your sponsorship puts books in classrooms and mentors in front of students who need them. The fun is the vehicle. The mission is the point.

We would love to have your company at the table, on the signage, and in the room. Everything you need to know is inside this packet. Let's spell something together.

Let's shape Birmingham's future, together.

With gratitude and in service,



Marquis Hollingsworth

Marquis D. Hollingsworth

President | Rotaract Club of Birmingham



Archie Stewart

Archie Stewart

VP of Social | Rotaract Club of Birmingham



Event Overview

Sip N' Spell is Birmingham's most anticipated adult spelling bee, a raucous, team-based fundraiser that blends competition, comedy, and community.

Approximately five to eight teams face off in rounds of increasingly challenging words, with emcees and judges who bring big personality to the mic. Guests enjoy craft drinks, live music, and memorable mischief, all in the name of a cause worth spelling correctly: literacy.



Wednesday, October 21, 2026



5:30 – 8:30 p.m. (spelling starts at 6 p.m.)



Woodlawn Theatre

5503 1st Avenue North, Birmingham, AL 35212

The event draws more than **100 young professionals and community leaders** and has earned a reputation as one of the most creative and genuinely fun nonprofit events in Birmingham. Sip N' Spell is not a sit-down dinner, but a young professional's mixer intertwined with an interactive spelling bee. It is an experience people talk about the next day, and they remember who sponsored it.

Why Sip N' Spell?

- **The room is engaged.** This is not a passive audience. Attendees are playing, competing, laughing, and cheering all night. Sponsor visibility is woven into the action, not just the signage.
- **The audience is your audience.** 100+ young professionals across finance, healthcare, law, tech, and nonprofit leadership, all at the stage of their careers where brand relationships are being formed.
- **The format is memorable.** Sponsors are called out on stage, worked into spelling rounds, and featured throughout the event. Your name does not end up on a banner no one reads.
- **The mission is real.** Proceeds go directly to Ready2Read and Ready2Succeed, serving Birmingham City Schools students. Sponsors are part of a story worth telling.
- **It connects to the bigger platform.** Sip N' Spell is one of two signature Rotaract events each year. Partner-level sponsors and above receive complimentary tickets to Foundation Ball 2027 as well.



What Your Funding Makes Possible

Ready2Read

Ready2Read fosters a love for reading among second and third-grade students in Birmingham City Schools and i3 Academy. Rotaract volunteers work directly with students in small groups, building vocabulary, critical thinking, and reading comprehension. Every year, the program culminates in each child receiving a copy of each book read to them, building a home library and a lifelong love of learning. Each year, Ready2Read impacts approximately 500 students annually, distributes 3,000 books, and logs hundreds volunteer hours. Only 22% of Alabama 4th graders are reading proficiently. Sip N' Spell is one of the ways Rotaract is doing something about that.



Ready2Succeed

Ready2Succeed pairs Rotaract mentors with high school students at Parker High School, guiding them through college applications, scholarship opportunities, and professional development. The program boasts a 100% college acceptance rate for participating seniors. Since its inception, Ready2Succeed has mentored hundreds of students and helped facilitate approximately \$47,500 in scholarships to date. In 2016, Rotary International recognized the program for its innovation and excellence.

About the Rotaract Club of Birmingham

Founded in 2004, the Rotaract Club of Birmingham is the **largest young professionals organization in Alabama**, with over 200 members from industries including healthcare, finance, law, tech, and nonprofit leadership.

We are committed to ***Service Above Self*** and three things:

- **Learn:** through monthly luncheons with CEOs, civic leaders, and influencers who share their expertise with our members
- **Socialize:** by building Birmingham's next generation of civic and business leadership through genuine peer connection and community
- **Serve:** via over 600 volunteer hours annually through literacy programs, mentorship initiatives, and board service across the city



Sponsorship Levels + Benefits

 Contributor: \$500 Supporter: \$1,000 Partner: \$2,000 Presenting Sponsor: \$5,000				
Event Tickets	2 tickets	4 tickets	6 tickets	8 tickets
Complimentary Team Entry	—	—	1 complimentary team entry (4 players)	2 complimentary team entries (8 players)
Logo Placement	Logo on event signage	Logo on signage + digital promotions	Prominent logo on all signage, digital + print	Premier logo on all materials, signage + invites
Naming Rights	—	—	—	"Sip N' Spell present by [Your Company]"
On-Stage Company Recognition	—	✓	✓	✓
Speaking Opportunity	—	—	—	Speaking opportunity during the event
Company Name in a Spelling Round	—	—	✓	✓

Note: Companies interested in year-round visibility across both Sip N' Spell and Foundation Ball, as well as Rotaract's four signature programs, should ask about our Corporate Partnership opportunities. A separate Corporate Partnership Packet is available upon request.

**Four levels of investment. One unforgettable evening.
All proceeds support Ready2Read and Ready2Succeed.**

Sponsorship Levels + Benefits (cont.)

 Rotaract Club of Birmingham	Contributor: \$500	Supporter: \$1,000	Partner: \$2,000	Presenting Sponsor: \$5,000
Branded Giveaway / Swag Inclusion	—	—	✓	✓
Social Media Recognition	Included in group sponsor thank-you post	Dedicated pre-event shoutout	Multi-post feature before + after event	Dedicated spotlight campaign
Logo on Digital Invitations + Event Website	—	—	✓	✓
Ready2Read Recognition	Name listed in program	Logo in program materials	Logo + verbal recognition at event	Logo + featured sponsor acknowledgment
Recognition in Newsletter + Annual Report	Name listed	Name listed	Logo + feature	Featured partner profile
Complimentary Tickets to Foundation Ball 2027	—	—	2 tickets to Foundation Ball	4 tickets to Foundation Ball

Note: Companies interested in year-round visibility across both Sip N' Spell and Foundation Ball, as well as Rotaract's four signature programs, should ask about our Corporate Partnership opportunities. A separate Corporate Partnership Packet is available upon request.

**Four levels of investment. One unforgettable evening.
All proceeds support Ready2Read and Ready2Succeed.**

Sponsor Sip N' Spell

We would love to have your company in the room, in the rounds, and on the stage. Whether you are here for the mission, the audience, or just to find out if your team can spell "quixotic," there is a place for you at Sip N' Spell.

**To become a Sip N' Spell sponsor
or learn more, please contact:**

Archie Stewart | Vice President of Social, Rotaract Club of Birmingham
social@rotaractbhm.org • rotaractbhm.org

Checks payable to:

Rotaract Club of Birmingham Foundation
P.O. Box 13798
Birmingham, AL 35202

The Rotaract Club of Birmingham Foundation is a registered 501(c)(3).

Tax ID: 26-1188742

