



**MCAEL**  
Coalition for a  
Connected  
Community

**What:** Cocktail networking reception, a fun live “Spelling Bee” competition.

**When:** May 4, 2022 from 6:30 – 8:30PM

**Where:** Montgomery College, Cultural Arts Center, 7995 Georgia Ave

**Why:** There are over 100,000 adults in Montgomery County who need and want English classes and over 60 organizations that provide learning opportunities.

**How:** Sponsorship levels for all size businesses - pick a level (see reverse). \$2,500+ sponsors enter a team.



#### ABOUT MCAEL

MCAEL strengthens the community by advancing a coalition of organizations dedicated to enabling all Montgomery County residents to achieve their full potential by improving their English language skills.

#### Celebrating 15 years of ESOL coalition building!

This year’s bee marks a milestone in MCAEL’s history – our 15th Anniversary! Since its inception, MCAEL has been heralded as a model for system-building approaches to complex issues that affect all of us in Montgomery County. This system now supports over 11,000 adults who want to learn English each year, 60+ programs, and 1,500 instructors. As we celebrate our 15th anniversary, we are focusing on the **People, Power, and Potential** of MCAEL, of English literacy, and of our community.

For more information, please contact [admin@mcael.org](mailto:admin@mcael.org) or visit [www.mcael.org/mcael-spelling-bee](http://www.mcael.org/mcael-spelling-bee)



## Sponsorship Levels



### **QUEEN BEE | \$ 10,000+**

Team entry to competition (3 participants)  
Seating for 20 guests  
Website placement for 6 months  
Listing on signage at event and program  
Multiple mentions in social media, e-mail promotion, and media advisories  
Additional mutually agreeable recognition

### **BUMBLE BEE | \$5,000- \$9,999**

Team entry to competition (3 participants)  
Seating for 15 guests  
Website placement for 3 months  
Listing on signage at event and program  
Multiple mentions in social media, e-mail promotion, and media advisories  
Additional mutually agreeable recognition

### **HONEYBEE | \$2,500- \$4,999**

Team entry to competition (3 participants)  
Seating for 10 guests  
Website placement for 1 month  
Listing on signage at main event and program  
Multiple mentions in social media, e-mail promotion, and media advisories

### **CARPENTER BEE | \$1,500- \$2,499**

Seating for 10 guests  
Listing on signage at main event and program  
Multiple mentions in social media, e-mail promotion, and media advisories

### **BEEHIVE PREMIER | \$1 ,000**

Seating for 6 guests  
Marketing for company or individual name in program

### **BEEHIVE | \$500**

Seating for 4 guests  
Listing for company or individual name in program

### **Sponsor a Letter! Honor Someone or promote your small business**

**GOLD - \$500 – exclusive sponsorship of a letter + 4 tickets (Gold sponsorships through 4/4/22)**

**SILVER - \$150 +2 tickets (Silver sponsorships begin 4/5/22)**

### **Your Return on Investment**

- Your sponsorship increases funding for more adult ESOL classes in Montgomery County
- Supports learner retention by addressing barriers to learning such as childcare & transportation
- Increased Professional Development opportunities for ESOL instructors
- Fund innovative initiatives involving technology & workplace based ESOL classes
- Team building events for your employees
- Showcase your business as invested in the community

Individual tickets available for \$60  
Under 30 - \$30 for young professional ticket

## **MCAEL Grown-Up Spelling Bee**

Adult English literacy is key to Montgomery County's success. The MCAEL Grown-Up Spelling Bee is MCAEL's annual fundraiser. MCAEL strengthens the community by advancing a coalition of organizations dedicated to enabling all Montgomery County residents to achieve their full potential by improving their English language skills.

Catch the Buzz and join MCAEL Staff, board, providers, instructors, community leaders, local businesses and some of the coalition's 11,000+ adult learners to raise money for and awareness about English literacy in Montgomery County, MD. Release your inner geek and cheer on teams of three as they compete in a grown-up spelling bee! This one-of-a-kind event is not to be missed! Your financial support is critical to building additional classes for ESOL instruction that works, especially in this post-pandemic recovery period.

### **Event**

A one-of-a-kind event in Montgomery County, the Bee brings community members together for a zany night of fun and competition to support MCAEL's on-going work. Through approximately 8-10 rounds, teams of 3 take the stage and have 10 seconds to spell words correctly. If a team fumbles, they are automatically eliminated. The last team standing wins. The event is competitive but all in good fun!

The Bee takes place on **May 4, 2022 from 6:30 PM to 8:30 PM** at the Cultural Arts Center, Montgomery College, Takoma Park Campus at 7995 Georgia Avenue, Silver Spring, MD 20910. Arrive on time to enjoy the cocktail hour, yummy finger foods and sweets. **Cocktail hour is from 6:30pm-7:15pm. Competition starts at 7:15pm sharp!**

### **What to Expect**

Local celebrities, community officials, stakeholders, businesses, young professionals, ESOL program administrators and instructors come out to network and have fun. Enlisted teams show up in their zaniest attire along with their squadron of cheerleaders ready to cheer them onto victory.

Sponsor teams do almost all the spelling. But have your phone – the audience gets to compete on a few words via Twitter! The competition ends when 1 out of the 2 remaining teams bests the other with their spelling chops.

### **B-e-e Involved**

Here are 3 ways to **b-e-e** Involved

- Be an event sponsor (\$500-\$10,000) \*\$2,500 allows you to enter a team into the competition!
- Sponsor a letter of the alphabet (\$150-\$500) GOLD Letter sponsorships will be available for the first 10 days of ticket sales – they allow for an exclusive sponsor of a letter.
- Buy a ticket (\$60 individual admission), or \$30 if you are under 30