



**MCAEL**  
Coalition for a  
Connected  
Community

**Support essential adult English language learning opportunities by becoming a sponsor of the MCAEL Spelling Bee – a one-of-a-kind evening of food, fun, and entertainment with a live Spelling Bee competition!**

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

April 16, 2024, 6:30 – 8:30 PM  
Montgomery College Cultural Arts Center  
Silver Spring

English language learning opportunities are essential to our community -- and to the over 134,000 adults in Montgomery County who want and need English classes.

MCAEL strengthens and builds adult English language learning programs and instruction to further individual and family success at work, school, and in the community.

We support 60 programs made up of 1,300 ESOL staff and instructors, serving 16,000 adult learners each year. Your support makes it possible for us to bridge the gap and get closer to reaching all of the 134,000 people (and growing) who would benefit from life-changing English language instruction.

To become a sponsor, please contact Kathy Stevens at [kstevens@mcael.org](mailto:kstevens@mcael.org). To purchase a letter sponsorship please visit [mcael.org/mcael-spelling-bee/tickets](https://mcael.org/mcael-spelling-bee/tickets)



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## MCAEL Grown-Up Spelling Bee

The MCAEL Grown-Up Spelling Bee is our annual fundraiser, supporting the development and continued delivery of high-quality English language learning opportunities across the county.

Catch the buzz and join MCAEL to raise money for, and awareness of, English language learning. Get ready to cheer on event sponsor teams as they take part in an entertaining bee competition!

### Event

This one-of-a-kind event will take place on April 16, 2024, from 6:30 PM to 8:30 PM at the Montgomery College Cultural Arts Center, Takoma Park Campus, at 7995 Georgia Avenue in Silver Spring, MD 20910.

Cocktails, appetizers and sweets will be served during the reception, 6:30 – 7:15 pm. The Spelling Bee competition takes place in the auditorium and begins at 7:15 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, most bee-utiful attire, along with their squadron of cheerleaders ready to cheer them onto victory.

Sponsor teams take center stage in a grueling but all-in-good-fun competition, and the audience gets a chance to compete on a few words as well. The competition ends when 1 out of the 2 remaining teams bests the other with their spelling chops.

### B-E-E Involved

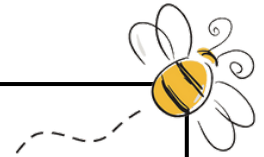
Showcase your commitment to the community! Sponsorship opportunities range from \$25,000 for event sponsor to \$100 to sponsor a letter – and everything in between. Please see our Sponsorship Levels for details on how you can be a part of this lively event.

- **NOTE: \$3,000 and over allows you to enter a team into the competition!**
- Sponsor benefits include team entry, tickets to the event, recognition on our site, social media, and event promotion – and more

### Your Sponsorship Supports

- Increased funding for more adult ESOL classes in Montgomery County
- Higher learner retention by addressing barriers to learning such as childcare & transportation
- More professional development opportunities for ESOL instructors
- Funding of innovative initiatives to develop ESOL classes in areas struggling to meet need

## Sponsorship Levels



Type of Sponsor	Amount	Benefits
Underwriting & Media Sponsor	\$25,000+	Premier host, premier publicity to be agreed upon Trophy award picture <b>The opportunity to sponsor a multi-week ELL class for a community organization</b> Plus, all Queen Bee benefits (below)
Queen Bee	\$10,000	<b>The opportunity to sponsor a multi-week ELL class for a community organization</b> 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
Honey Bee	\$3,000 - \$4,999	Team entry to competition (3 participants) Seating for 10 guests – your cheerleading squad! 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 - \$2,999	Seating for 5 guests Listing on signage at main event and program Multiple mentions in social media, e-mail promotion, and media advisories
Event Sponsor	\$1,000	Put your name on it! Sponsor the word pronouncer, judges, timekeeper, food and beverage, media, etc.
Sponsor a Letter	\$100	Honor someone or promote your small business.
Individual Tickets	\$30 - \$75	Buy a single seat (\$30 for adults under 30 years of age and MCAEL program staff)