



An Event of

IDA-AL



ALABAMA BRANCH  
OF THE INTERNATIONAL  
DYSLEXIA ASSOCIATION

## FACTS ABOUT DYSLEXIA

Dyslexia is a **language-based learning disability** that affects 10-20% of the children in Alabama schools.

Dyslexia can be **identified as early as kindergarten.**

**Early identification** and appropriate dyslexia-specific **early intervention** provided through general education in Alabama schools will **reduce the negative academic and social impacts** of dyslexia.

Early intervention will **equip individuals with dyslexia to be literate, productive citizens realizing their full potential** contributing to the economic well-being of Alabama.

**Individuals with dyslexia are usually very intelligent, but** without early identification and intervention, they **are much more likely to drop out of high school, be unemployed or underemployed, and be disconnected from society.**

Dear Business Owners and Families,

IDA-AL (Alabama Branch of the International Dyslexia Association) is hosting a run to support those with dyslexia in Auburn/Opelika on Saturday, March 3, 2018 in Ogletree Village.

IDA-AL strives to help those with dyslexia and dyslexic characteristics by promoting or providing opportunities that involve dyslexia awareness, dyslexia resources, and professional development. **The ALIDA Dyslexia Dash 2017 provided free professional development workshops to East Alabama teachers on Orton-Gillingham Classroom Education, assistive technology for dyslexia, and effective instruction for reading comprehension. IDA-AL hopes to continue to support children with dyslexia in East Alabama in 2018.**

We are asking businesses and families to help fund this project. There are several ways YOU can help:

- 1. Sign up for the 1 mile fun run or 5K on race website, [runsignup.com/race/AL/Auburn/DyslexiaDashofEastAlabama](http://runsignup.com/race/AL/Auburn/DyslexiaDashofEastAlabama) by March 2.**
- 2. Be a sponsor at the Silver or Gold level.** You can register as a sponsor on the race website [runsignup.com/race/AL/Auburn/DyslexiaDashofEastAlabama](http://runsignup.com/race/AL/Auburn/DyslexiaDashofEastAlabama).
- 3. In-kind donations of supplies that will be needed to support the run itself.**

IDA-AL wants to provide additional opportunities that promote literacy and learning in our community. We encourage all of those who would like to participate. All sponsorships are needed by Monday, February 12th. Thank you for your contributions.

Sincerely,

Morgan Leonard  
IDA-AL Board Member  
[morganvleonard@gmail.com](mailto:morganvleonard@gmail.com)



**To become a sponsor,  
please visit the race website:  
[runsignup.com/race/AL/Auburn/  
DyslexiaDashofEastAlabama](http://runsignup.com/race/AL/Auburn/DyslexiaDashofEastAlabama)**

**For other inkind donations and questions, please  
contact Morgan Leonard at [morganvleonard@gmail.com](mailto:morganvleonard@gmail.com)**

## **SPONSORSHIP LEVELS**

### **SILVER - \$250**

- Company name and logo on IDA-AL website/Facebook page and run website
- Company brochure or giveaways in race bags
- 2 free runners on race day

### **GOLD - \$500**

- Company name and logo on IDA-AL website/Facebook page and run website
- Company brochure or giveaways in race bags
- Company logo on race t-shirt
- Optional company booth near finish area on race day
- Signage along race course on race day
- 4 free runners on race day