



Overview

Read to a Child® is holding its 4th annual online fundraising campaign **'Help Kids in Need Love to Read'** during National Reading Month in March, 2017. We are offering event sponsorship opportunities to civic minded organizations across the country who are passionate about reversing the literacy crisis among low-income elementary students in the United States. In addition to boosting literacy skills and self-confidence among at-risk children, sponsors will receive special recognition and visibility before, during and after the March campaign. Details about the sponsorship opportunities are outlined below.

About Read to a Child

Read to a Child is a national nonprofit literacy and mentoring organization that inspires caring adults to read aloud regularly to at-risk children to create better opportunities for the child's future. Research shows that reading aloud to children is the single most important activity for eventual success in reading, a key factor for success in school, work, and life. When an adult reads aloud to a child, both parties have a joyful, rewarding experience that instills a love of reading, improves literacy skills, and enhances a child's self-confidence. Read to a Child's **Lunchtime Reading Program** utilizes 1,500 volunteer mentors from more than 100 socially-minded organizations who read one-on-one to nearly 1,200 at-risk elementary school students in greater Boston, Connecticut, Detroit, Los Angeles & Miami.

4th Annual Online Fundraising Campaign: "Help Kids in Need Love to Read."

The online fundraising campaign will be held from March 1-31, 2017 with funds raised through Read to a Child's website and Network for Good fundraising page. The campaign will be publicized through numerous social media outlets, press releases, newsletters, blog posts, interviews with high-profile champions, billboards and email campaigns. To build further awareness and community, we will also be conducting 'Read Aloud Days' with politicians, athletes, celebrities and authors throughout the country. Finally we will host our own unique **March Madness-themed "Book Bracket Challenge" on Facebook** with supporters casting votes for their favorite children's book in daily "head to head" matches of 32 children's book titles, ultimately resulting in a "National Champion."

Sponsorship Agreement Form – See Level Descriptions on subsequent page

I/We wish to sponsor the 2017 Online Fundraising Campaign at the following level:

☐ **Visionary \$10,000**

☐ **Champion \$5,000**

☐ **Trailblazer \$2,500**

☐ **Advocate \$1,000***

*Individuals/Families at \$1,000 or above will automatically become members of the "Seuss Circle" Leadership Giving Level

Contact Information:

Company: _____

City, State, Zip Code: _____

Contact Name: _____

Telephone: _____

Address: _____

Email: _____

Payment Information:

☐ Check payable to Read to a Child is enclosed ☐ Please send an invoice

☐ Paid via credit card online at Read to a Child donation page

Scan & email this form to info@readtoachild.org or mail to: Read to a Child, 20 William Street #G25, Wellesley MA 02481



READ TO A CHILD – ONLINE FUNDRAISER SPONSORSHIP OPPORTUNITIES

Visionary \$10,000

- **Support 600 one-on-one Lunchtime Reading Program sessions for underserved children**
- Premier branding opportunity through large logo placement on online campaign fundraiser page with link to company website, as well as logo and link on Read to a Child's homepage as "Major Supporter"
- Prominently featured in Read to a Child's March Newsletter
- Prominently featured in email blast to more than 10,000 supporters
- Social media posts about partnership with your company
- Logo, link and write-up on "Major Supporter" page of Read to a Child's website
- Logo on Read to a Child's FY 17 Annual Report
- Prominently featured in campaign press release

Champion \$5,000

- **Support 300 one-on-one Lunchtime Reading Program sessions for underserved children**
- Medium size logo placement on online fundraiser page with link to company website
- Featured in Read to a Child's March Newsletter
- Featured in email blast to more than 10,000 supporters
- Social media posts about partnership with your company
- Logo in Regional supporter page of Read to a Child's website with link to company website
- Logo on Read to a Child's FY 17 Annual Report
- Featured in campaign press release

Trailblazer \$2,500

- **Support 150 one-on-one Lunchtime Reading Program sessions for underserved children**
- Listing on online fundraiser page with link to Company website
- Highlighted in Read to a Child's March Newsletter
- Highlighted in email blast to more than 10,000 supporters
- Social media posts about partnership with your company
- Listing on the Read to a Child website with link (if applicable) to company website
- Listing in Read to a Child's FY 17 Annual Report
- Highlighted in campaign press release

Advocate \$1,000*

- **Support 60 one-on-one Lunchtime Reading Program sessions for underserved children**
- Social media posts about partnership with you or your company
- Listing on the Read to a Child website with link (if applicable) to company website
- Listing in Read to a Child's FY 17 Annual Report
- *Individuals or Families who sponsor or donate at \$1,000 or above will automatically become members of "**Seuss Circle**," Read to a Child's Leadership Giving Level.

For additional information, please contact us at (781) 489-5910 or info@readtoachild.org