



# BECOME A SPONSOR!

Booktoberfest is a month-long community book drive to collect new & gently-used books for under-resourced children, celebrate volunteerism, and promote a culture of book sharing. Sponsors are invited to join us for our "grown-up book fair" event celebrating all things books! (date TBD)

Sponsor Benefits	\$5,000 Impacts	\$3,000 Impacts	\$2,000 Impacts	\$1,000 Impacts	\$500 Impacts	\$250 Impacts
<b>Name Recognition</b> on the Booktoberfest web page						
<b>Logo Placement</b> on the Booktoberfest web page						
<b>Social Media highlight &amp; sponsor recognition</b>						
<b>Preferential Volunteer Scheduling</b> for virtual & in-person events						
<b>Newsletter Highlight</b> and premier logo placement						
<b>Custom Volunteer Experience:</b> virtual, in person, or at your site						
<b>Event tickets</b> for up to 5 people for our "grown-up book fair"						
<b>Custom Media Spot:</b> highlighting sponsor (video, TV, SM)						
<b>Sponsorship Signage</b> at our "grown-up book fair" event						

## Our Reach



- Newsletters**
  - 3,500 Subscribers
- Volunteers**
  - Avg. of 2,100 per year
- Partners We Serve**
  - 250+ Orgs & Schools
  - 9 counties, 2 states
- Social Media Influence**
  - FB, Insta, LinkedIn, Twitter
  - 9,000 Followers
  - 78% Female, 22% Male
  - NC & SC - CLT and surrounding cities
- Website**
  - 16,523 unique visitors a year

Having access to books is critical to a child's literacy development and educational success but in low-income neighborhoods there is **only 1 age-appropriate book for every 300 children.** Promising Pages removes literacy barriers by collecting new and donated books and sharing them with children living in the Charlotte Area Book Desert: those with few, if any, books at home. In the '21-'22 school year we shared over 276,000 free books with more than 54,000 under-resourced children and 250+ community partners.