



## OUR WHY

A life of opportunity starts with access to books but in low-income neighborhoods there is only **1 book for every 300 children**.

## THE RESEARCH

- *Children who aren't reading at grade level by the end of third grade are four times as likely to drop out of high school. (Hernandez, 2011)*
- *It's difficult to succeed in life if you can't read well. And it's very difficult to get good at reading if you don't have books to practice with at home. There may be no better way to impact children's overall futures than by making sure they have a steady supply of quality books to read in their homes (Noonan & Fox, 2020).*
- *Book giveaway programs promote children's home literacy environment, which subsequently results in more interest in reading and children scoring higher on measures of literacy-related skills prior to and during the early years of school (de Bondt, 2020).*

## OUR SOLUTION

Promising Pages collects new and donated books and shares them with children who have few, if any, books at home. We work to remove literacy barriers by increasing book access for under-resourced families, schools, and child-serving organizations.

## OUR IMPACT

- In the '22-'23 school year, we served over **64,000 children**
- Each year we support **150-250 community partners** with literacy resources, training, and over **\$425,000 worth of free books**.
- We have shared **1.6 + million books** of opportunity since 2012

# SPONSORSHIP MENU

*A life of opportunity starts with access to books*

## PROGRAM SUPPORT OPPORTUNITIES

### 25 BY '25

Overarching program initiative to provide 25 books to each child in the Charlotte Area Book Desert by 2025. We are achieving this by increasing book access through our programs and partners.

*64,000+ children in the region were impacted in the 2022-2023 school year*

### BOOK ACCESS NETWORK

Free Little Libraries = **19+ outdoor libraries** serving all ages in book desert communities

Reading Resource Centers = **9+ bookshelves** offering free books and literacy resources for families in locations where families live, work, and play

### BOOKSEED

Provides home libraries and literacy resources to children and families in affordable or transitional housing programs & communities.

- **10 active Bookseed sites** + 5 additional sites launching throughout 2024.
- Partners include: Ascent Housing, Inlivian, DreamKey Partners, Furnish for Good, Freedom Communities, and Habitat Matthews

### BOOKS ON BREAK

Provides in-school book fairs providing free summer reading books to elementary students in CMS Title I schools. 334,836 books have provided **44,675 students** the ability to reduce summer learning loss in the programs 8 year history.

- 2024 = 64,330 summer reading books distributed to **11,913 students in 22 Title I schools**

### FEED THE BODY, FEED THE MIND

Provides area food banks and pantries free books to distribute with groceries and meals.

- 2023 = **24 locations** offering food assistance provided **15,000 books** to families in need

## PROGRAM IMPACT 2022-2023

283,651 Books Distributed to:

- 64,180 Students
- 154 Schools & Partners
- 56 Zip Codes in 14 Counties
- 6 Affordable Housing Communities
- Free Book Access Network
  - 9 Reading Resource Centers
  - 16 Free Little Libraries

# SPONSORSHIP MENU

## PROGRAM SPONSOR LEVELS

Book Equity Sponsor .....	\$1,000 - \$4,000
Supporting Sponsor .....	\$5,000 - \$9,000
Major Sponsor .....	\$10,000 - \$20,000
Presenting Sponsor .....	\$25,000+

## PROGRAM SPONSOR BENEFITS

### Book Equity Sponsors (\$1,000 - \$4,000) Receive:

- Social media highlight
- Logo placement on website and event signage
- Volunteer opportunities

### Supporting Sponsors (\$5,000 - \$9,000) Also Receive:

- + Virtual and in-school volunteer opportunities
- + Newsletter highlight

### Major Sponsors (\$10,000 - \$20,000) Also Receive:

- + Custom Volunteer opportunity to meet your employee engagement goals

### Presenting Sponsors (\$25,000+) Also Receive:

- + Custom media, print, or event recognition that align with your social marketing goals
- + Preferential volunteer scheduling in our warehouse

## AUDIENCE REACH

### Social Media Influence

- FB, Insta, LinkedIn
- 9,607 Followers
- 79% Female, 21% Male
- Meck + surrounding counties

### Website: [www.Promising-Pages.org](http://www.Promising-Pages.org)

- 4600 unique monthly visitors

### Partners We Serve

- 250 Orgs & Schools
- 14 counties, 2 states

### Newsletters

- 4,086 Subscribers

### Volunteers

- Avg. of 2,000+ per year

# SPONSORSHIP MENU

## EVENT SPONSORSHIP OPPORTUNITIES

### BOOKTOBERFEST

Community-wide book drive, throughout the month of October, collecting new and like new books. **Benefits:** ALL Promising Pages' programs.

### BOOKFAIRS FOR GROWN-UPS

A new style of fundraiser celebrating “grown-up” readers, a love of books, and the childhood book fairs that fueled those literary flames. Indie-bookstores from around the region partner with us to sell curated book collections at each event, supporting their Minority & Women-Owned Small Businesses.

***“Books & Boos”* NEW!** (mid-October) - BOOKTOBERFEST Event

***“Novels & Nightcaps”*** (early March) - SOLD OUT in 2023

## EVENT SPONSOR BENEFITS

### **\$500 Event Sponsors Receive:**

- Recognition as a sponsor in event marketing materials
- One complimentary General Admission ticket
- Linked logo placement on event website

### **\$1,000 Event Sponsors Also Receive:**

- + Logo placement on event banners and signage
- + One additional complimentary event tickets (2 General Admission or 1 VIP)
- + Social media promotion leading up to the event

### **\$2,500 Event Sponsors Also Receive:**

- + Recognition as a sponsor in event marketing materials
- + Two additional complimentary event tickets (4 General Admission or 2 VIP)
- + Inclusion in event communications to guests

### **\$5,000 Event Sponsors Also Receive:**

- + Prominent logo placement on event marketing materials
- + Recognition as a major sponsor in event marketing materials
- + Two additional complimentary event tickets (6 General Admission or 3 VIP)

### **\$10,000 Presenting Sponsor Also Receives:**

- + Prominent logo placement on event marketing materials
- + Recognition as Presenting Sponsor in event marketing materials & media coverage
- + Two additional complimentary event tickets (8 General Admission or 4 VIP)
- + Opportunity for inclusion of branded material or offer in VIP bags

# SPONSORSHIP MENU

## VOLUNTEER SPONSORSHIPS

### FREE LITTLE LIBRARIES

Our freestanding libraries are a great solution for communities with little to no access to books and can be built and sponsored by volunteer groups, businesses, or individuals. Sponsorships include a 1-year supply of new and gently used books (based on the needs of the community), library management, and maintenance.

- **Free Little Library Sponsorship (\$2,700)** - Sponsorship covers the cost of the build materials, a year's worth of books, and the option to book a "volunteer build event" for 5-15 volunteers per library.
- **Free Little Library Book Sponsorship (\$1,500)** - Sponsor a year's worth of new and gently used books for an existing Free Little Library.

### READING RESOURCE CENTERS

Reading Resource Centers (RRC) connect families to local literacy resources, education opportunities, and a never ending source of free books for the whole family. RRC bookshelves are placed in affordable housing communities and community partner spaces.

- **Reading Resource Center Sponsorship (\$1,700)** - Sponsorship covers the cost of the bookshelf, a year's worth of new and gently used books, resource displays, and the option to book a "volunteer build event" for up to 5 volunteers per bookshelf.
- **Reading Resource Center Book Sponsorship (\$1,500)** - Sponsor a year's worth of new and gently used books for an existing Reading Resource Center.

## FOR ADDITIONAL INFORMATION

To learn more or to become a sponsor, please email [Kelly@promising-pages.org](mailto:Kelly@promising-pages.org).

Several 2023-2024 event sponsorship and program flyers are included in this packet for specific event & program details. We also encourage you to explore our website and social media channels for photos, videos, and further information.

**Programs:** <https://promising-pages.org/programs/>

**Events + Volunteering:** <https://promising-pages.org/get-involved/>

**Social Media:** Instagram @PromisingPages Facebook @PromisingPagesPage

*Thank you for your consideration to help us build children's home libraries and literacy foundations!*