



# READ WITH HEART

**GIVE WITH PURPOSE | FEB 4<sup>th</sup> - MARCH 2<sup>nd</sup>**

**Promising Pages** – The Charlotte Area Book Bank invites Charlotte's business leaders, community partners, and book lovers to come together for **Read With Heart**, a month-long, community-wide celebration of literacy, bookstores, and collective impact.

Launching on **World Read Aloud Day (February 4)** and concluding on **Read Across America Day (March 2)**, **Read With Heart** brings together independent bookstores, book clubs, and readers across the region to support book access for children in our community.

Through this campaign, Promising Pages aims to **raise \$20,000, enough to provide 4,000 new books to children who may not have a single book at home**. Sponsors play a critical role in helping us transform the joy of reading into tangible outcomes for children and families across Charlotte.

## **Why Read With Heart Matters**

Access to books is one of the strongest predictors of a child's reading success, yet more than 62,000 children in our community grow up without books in their homes.

**Promising Pages is the region's primary source of free books**, serving:

- **60,000+ children annually**
- **200+ schools and nonprofit partners**
- Communities with limited access to books and literacy resources

## **Why Sponsor Read With Heart**

Sponsorship offers a meaningful opportunity to align your organization with **education, access, and community impact**, while gaining positive visibility among engaged audiences.

Corporate sponsors benefit from:

- Alignment with a trusted, high-impact local nonprofit
- Association with literacy, education, and youth development
- Visibility across digital, in-store, and community-facing channels
- Opportunities for employee engagement and community pride

### **Your sponsorship directly supports:**

**\$5** = 1 new book for a child

**\$1,000** = 200 books placed into homes

**\$15,000** = 3,000 books fueling literacy, confidence, and opportunity

### **Campaign Reach & Visibility**

**Email audience:** 3,433 email subscribers

**Social media reach:** 9,006 followers (Insta, FB, LinkedIn)

**Website traffic:** 1,817 monthly visitors

**Bookstore partners:** In-store foot traffic (zip codes: 28209, 28270, 28036 +) & SM audiences

**Community touchpoints:** In-store signage, digital promos, book clubs, and peer-to-peer fundraising

# READ WITH HEART | SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor (Exclusive) - Investment: \$10,000+

- Top billing as **Read With Heart** Presenting Sponsor
- Prominent logo placement on:
  - Campaign landing page and fundraising site (linked logo)
  - All major email communications (5 Campaign Newsletters)
  - In-store signage at participating bookstores
- Social media graphics and posts
- Dedicated sponsor spotlight (email + social)
- Opportunity to include branded messaging or employee engagement opportunity



## Community Champion Sponsor - Investment: \$5,000

- Linked logo on campaign landing page and fundraising site
- Logo inclusion on in-store signage at participating bookstores
- Sponsor recognition in 5 campaign emails
- Social media recognition prior to and throughout the campaign
- Employee engagement opportunity

## Literacy Advocate Sponsor - Investment: \$2,500

- Linked logo on campaign landing page and fundraising site
- Logo inclusion on in-store signage at participating bookstores
- Sponsor recognition in 3 campaign emails
- Social media recognition throughout the campaign

## Book Access Sponsor - Investment: \$1,000

- Linked logo on campaign landing page and fundraising site
- Inclusion in social media sponsor recognition
- Sponsor recognition in 1 campaign email
- Social media recognition during the campaign

## Story Sponsor - Investment: \$500

- Name or logo listed on campaign landing page
- Inclusion in social media sponsor recognition

## Custom Sponsorships

We are happy to create **custom sponsorship packages** aligned with your organization's CSR goals, employee engagement initiatives, or marketing objectives.

**Join Us! Read With HEART** is more than a fundraiser, it's a community movement that connects book lovers, businesses, and children through the power of reading.

For more information or to support *Read With Heart*, contact:

**Kelly Cates - Executive Director, [kelly@promising-pages.org](mailto:kelly@promising-pages.org)**