



2025 Sponsor Kit

Help us gift that
#NewBookFeeling



Madison Reading Project is proud to celebrate our 6th Annual Community Book Drive. This annual event is a community-wide rally to raise funds and collect new books for kids and families in the Greater Dane County area to enjoy through the holiday season and beyond.

MRP is a 501(c)(3) nonprofit organization. All donations are tax-deductible.



Sponsorship Levels

Help us share that #NewBookFeeling

Our annual Community Book Drive is a month-long book rally and the largest book drive of the year, sparking literacy joy for thousands of local kids during the holiday season and beyond.

Community Book Drive	Friend \$500	Supporter \$1000	Advocate \$2500	Leader \$5000	Champion \$10,000
Brand recognition on digital and/or print event materials	digital	print & digital	print & digital	print & digital	print & digital
Seats at Books Build Us Literacy Luncheon	NA	2 seats (1/4 table)	2 seats (1/4 table)	4 seats (1/2 full table)	8 seats (1 full table)
Volunteer Opportunity for your team at Holiday Giving Event, Photo & Video Inc.		✓	✓	✓	✓
Newsletter Feature			✓	✓	✓
Giving Tuesday Featured Stop with our Big Red Reading Bus				✓	✓
Media visit at your business					✓

- Name recognition included in Community Book Drive digital campaign
- Name recognition on our website event page

Give a kid that New Book Feeling today.
Contact us at emily@madisonreadingproject.com



Sponsorship Details



\$10,000 - Book Drive Champion

- Top billing on our event print materials, which will be posted at every Book Donation Station and many other community locations
- Logo recognition on our website event page
- Your Company tagged in all Community Book Drive related grid posts on social media
- 8 seats at our Books Build Us Literacy Luncheon on November 12th
- Volunteer opportunity for your team at a holiday giving event the week of December 8th
- Logo recognition in the sponsor section of our monthly newsletter (5,000+ subscribers)
- At least one (1) special mention in our monthly newsletter
- Giving Tuesday (approx.) BIG RED READING BUS visit. Where possible, the Bus Tour will be promoted heavily on social media, radio, and TV

\$5,000 - Book Drive Leader

- Logo recognition on our event signage, which will be posted at every Book Donation Station and many other community locations
- Logo recognition on our website event page
- Logo recognition on our social media channels
- 4 seats at our Books Build Us Literacy Luncheon on November 12th
- Volunteer opportunity for your team at a holiday giving event the week of December 8th
- Logo recognition in the sponsor section of our monthly newsletter (5,000+ subscribers)
- At least one (1) mention in our monthly newsletter
- Giving Tuesday (approx.) BIG RED READING BUS visit.

\$2,500 - Book Drive Advocate

- Logo recognition on event signage, which will be posted at every Book Donation Station and other community locations
- Logo recognition on our website event page
- Logo recognition on our social media channels
- 2 seats at our Books Build Us Literacy Luncheon on November 12th
- Volunteer opportunity for your team at a holiday giving event the week of December 8th
- At least one (1) mention in our monthly newsletter that has 5,000+ subscribers

\$1,000 - Book Drive Supporter

- Logo recognition on event signage, which will be posted at every Book Donation Station and other community locations
- Logo recognition on our website event page
- At least one (1) mention in our monthly newsletter that has 5,000+ subscribers
- 2 seats at our Books Build Us Literacy Luncheon on November 12th
- Volunteer opportunity for your team at a holiday giving event the week of December 8th

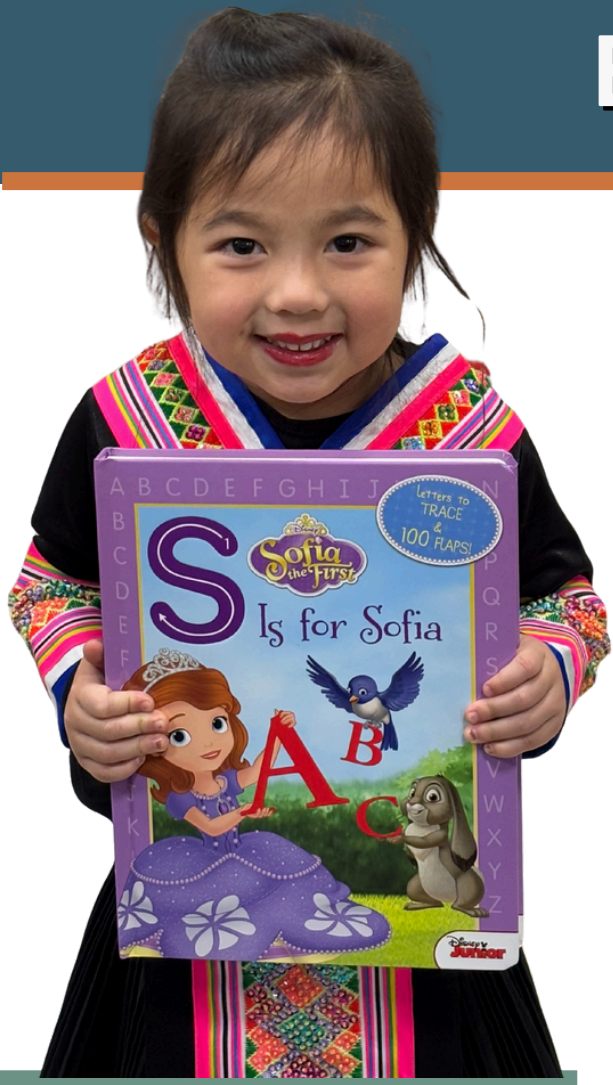
\$500+ - Book Drive Friend

- Name recognition included in Community Book Drive digital communication
- Name recognition on our website event page

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Holiday Season Book Giving & Beyond



The winter holidays bring in a flurry of book requests from our community partners and schools to gift kids with a brand-new book to take home and enjoy. Winter break is the perfect opportunity to fall in love with reading by turning the page to discover what story awaits!

Madison Reading Project partners with Empty Stocking Club and other free gift-giving events each year. Our partnerships ensure that families can take home a new book with their selected toy for each child. Last year, we gave out more than 15,000 new books between November and December. Every dollar raised and new book collected during Community Book Drive supports free book fairs and holiday book giving for children in the last months of the year and restocks our shelves for the new year.

Level up your commitment to literacy...

All sponsors of Community Book Drive will be provided with additional opportunities for participation in our event including

- Host a book drive or fundraising challenge - get your employees involved in the celebration by collecting new books or financial donations at your place of business
- Volunteer with us during the many book-giving events that we attend and support
- Top sponsors can join us in our Giving Tuesday bus tour



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