

# Community Book Drive

Help us gift that new book feeling this holiday season

## 2024 Sponsor Kit



A four-week giving event  
from November 6th to December 6th  
[www.MadisonReadingProject.com](http://www.MadisonReadingProject.com)



Madison Reading Project is proud to celebrate our 5th Annual Community Book Drive. This year is especially momentous, as we are celebrating 10 years of giving free books to children that ignite a love of reading. 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.

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

# Sponsorship Levels



## **\$20,000 - Community 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
- 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



## **\$15,000 - Community 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
- 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. The Bus Tour will be promoted heavily on social media and TV, where possible



## **\$7,500 - Community 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
- At least one (1) mention in our monthly newsletter that has 5,000+ subscribers
- Giving Tuesday (approx.) BIG RED READING BUS visit. The Bus Tour will be promoted heavily on social media and TV, where possible



## **\$5,000 - Community 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



## **\$1,000+ - Community Book Drive Friend**

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



## **Community Book Drive**



**Ready to help us giveaway over 15,000 books?  
Give a kid that New Book Feeling today.  
Contact us at [info@madisonreadingproject.com](mailto:info@madisonreadingproject.com) to get started**





# 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 books between November and December. Every dollar raised and 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

**Ready to help us giveaway over 15,000 books?**  
**Give a kid that New Book Feeling today.**  
**Contact us at [info@madisonreadingproject.com](mailto:info@madisonreadingproject.com) to get started**

