
Back to School Book Fair 2023

Sponsor Kit



Join us for our second annual
Back to School Book Fair for Teachers
August 23rd - 25th, 2023
in Madison, WI

www.MadisonReadingProject.com



The Need

Did you know?

Teachers typically spend around \$1000 a year out of pocket on materials for their classrooms. One of the most expensive and needed items are new books!



All kids deserve access to amazing books that reflect their unique identities at home and at school! Reading engagement increases when kids have access to books that they are excited about or interested in.

The Impact

Our Books for Educators program provides **25 free books** and literacy resources to over **1000 local educators** annually.

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2022-2023

Impact

16 Districts
190 Schools
1,027 Educators
34,135 Kids
33,205 Books



What teachers are saying...

MRP is essential for helping any teacher **build or adapt their classroom libraries**. These books were an immediate hit with students in book circles and gave me the chance to meet them at their interests.

Brad Poling, Language Arts Teacher, Sun Prairie East High, Sun Prairie

As a first year teacher, MRP made sure that my students were able to come into a welcoming classroom where there were a **multitude of books that reflected themselves**.

Hannah Stampa, Special Education Teacher, Crestwood Elementary

As a special education teacher, we don't get a budget for books so it was such a **nice surprise to get books from you all**. I (and the kids) appreciate it!

Emily Nestingen, Palm/Special Education Teacher, Glacier Creek Middle, MCPASD

MRP does an amazing job of helping teachers fill and add to their classroom library. The **wide selection of books** that they have mirror my student population, as well as the **helpfulness of the staff with book recommendations!**

Beth Harms, Teacher, Badger Ridge Middle, Verona

Sponsorship Levels



\$10,000 – Back to School Visionary

1400 NEW books and support for educators and kids

- Logo recognition on website event page, website sponsor page, social media, shopping bags for teachers, mention in newsletter and the sponsor section of our monthly newsletter (3,000+ subscribers) and our newsletter for educators.
- Logo recognition at event and duration of the program for this school year.
- Personalized video thank you post to your organization on social media.
- Option to have a table at the event to display.



\$5,000 – Back to School Collaborator

700 NEW books and support for educators and kids

- Logo recognition on website event page, website sponsor page, social media, our newsletter and the sponsor section of our monthly newsletter (3,000+ subscribers) and our newsletter for educators.
- Logo recognition at event and duration of the program for this school year.
- Option to have a table at the event to display.



\$2,500 – Back to School Builder

350 NEW books and support for educators and kids

- Logo recognition on website event page, event signage, social media, our newsletter and the sponsor section of our monthly newsletter (3,000+ subscribers) and our newsletter for educators.
- Logo recognition at event.



\$1,000 – Back to School Ally

140 NEW books and support for educators and kids

- Name recognition on event signage, our website event page and our newsletter and the sponsor section of our monthly newsletter (3,000+ subscribers) and our newsletter for educators.

Would you like to include an item in the educators swag bags?
Needs to be over 500+ pieces. Contact us for details and deadline.

Ready to support local educators?

Contact Rowan Childs, Executive Director
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www.MadisonReadingProject.com

