



COMMUNITY BOOK DRIVE

November 15th - December 15th



2021 SPONSOR KIT

IGNITING A LOVE FOR READING ONE BOOK AT A TIME

Having access to high quality, relevant books which reflect children's unique identities can make the difference for a child learning to read this school year.

Your support of our first annual Community Book Drive will allow us to provide thousands of kids with books to enjoy over Winter Break and beyond.



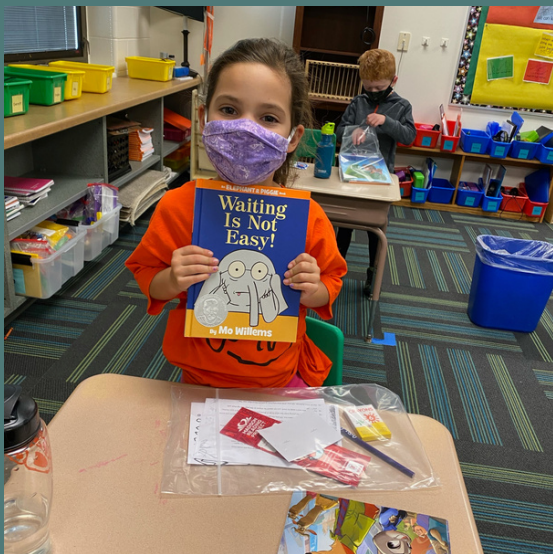
COMMUNITY BOOK DRIVE INFORMATION

What is the Community Book Drive?

From November 15th until December 15th our Book Donation Stations will be hosted all over Dane County at local libraries, businesses and community spaces. Community members can show their support of MRP programs by donating books, purchasing books from our wish lists and making financial contributions to support our holiday giving efforts this December.

Who is supported by the Community Book Drive?

The books and funds that we collect during this drive will help us continue to provide free books and literacy resources to kids and families that need it most. We will also be providing books to schools and community organizations that are sending books home to families to enjoy over winter break and as holiday gifts. Some of these organizations include The Empty Stocking Club, Reach Dane and Boys and Girls Club of Dane County.



SPONSORSHIP LEVELS

\$5,000 - Community Book Drive Champion

- Top billing on our 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 website Sponsor page
- Logo recognition on our social media channels
- Name recognition in our sponsor section of our monthly newsletter with 3,000+ subscribers
- A special stop from our Big Red Reading Bus on Giving Tuesday (December 1st) to recognize your impact on our nonprofit mission. The Giving Tuesday Bus Tour will be promoted heavily on social media throughout the day.

\$2,500 - 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 website Sponsor page
- Logo recognition on our social media channels
- One (1) mention in our monthly newsletter that has 3,000+ subscribers
- A special stop from our Big Red Reading Bus on Giving Tuesday (December 1st) to recognize your impact on our nonprofit mission. The Giving Tuesday Bus Tour will be promoted heavily on social media throughout the day.

\$1,000 - Community Book Drive Supporter

- Name recognition on event signage, which will be posted at every Book Donation Station and other community locations
- Name recognition on our website event page
- Name recognition on our social media channels
- One (1) mention in our monthly newsletter that has 3,000+ subscribers

\$500 - Community Book Drive Friend

- Name recognition on event signage, which will be posted at every Book Donation Station and other community locations
- Name recognition on our website event page