



2023 Sponsor Kit

Community Book Drive



A four week
giving event
beginning the
2nd week of
November

www.MadisonReadingProject.com

Connecting our community with free books
and literacy resources that ignite a love for reading.

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

Giving kids that #NewBookFeeling!



The Madison Reading Project is proud to announce our 4th Annual Community Book Drive. It is a community-wide fundraising rally to help us raise \$100,000 and 15,000 + new books to give to kids and families in the Greater Dane County area.

Holiday Book Giving Season & Beyond

We look forward to the winter holiday giving season because that means we receive more book requests from our community partners and schools, so they can send a new, crisp book home with kids over winter break with new books.

We take part in the Empty Stocking Club free shopping event held each year where families are invited to come and get a new toy and a new book for their children. All told, over 15,000 books are given out from November to December! We couldn't do it without the generous support of the community.

Giving Kids that New Book Feeling

Join the community and help us reach our goals and fulfill those book requests and programs. You can become a sponsor, host a Donation Station, be a book champion by hosting your own new book drive at your place of work or host a Friend-raiser, or simply, make a personal gift. Every little bit helps.

Sponsorship Levels



\$10,000 - 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 social media channels
- Logo recognition in the sponsor section of our monthly newsletter (3,500+ 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. Would you like to be featured on TV where possible? (Note: for morning broadcast, 5am start)



\$5,000 - 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 (3,500+ subscribers)
- Giving Tuesday (approx.) BIG RED READING BUS visit. The Bus Tour will be promoted heavily on social media and TV, where possible. Would you like to be featured on TV where possible? (Note: for morning broadcast, 5 am start)



\$2,500 - 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 3,500+ subscribers
- Giving Tuesday (approx.) BIG RED READING BUS visit. The Bus Tour will be promoted heavily on social media and TV, where possible



\$1000 - 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



Community Book Drive



Ready to help us giveaway over 15,000 books to kids?

Sponsor the Community Book Drive today!

**Contact us: Ann@MadisonReadingProject.com
and Rowan@MadisonReadingProject.com**

MadisonReadingProject.com