



## JOIN US VIRTUALLY ON MARCH 2, 2021

Houston Reads Day is part of Literacy Now's 5 year expansion campaign and will be a day where Houstonians come together to read to students, support Literacy Now's expansion, and bring awareness to the literacy crisis in our city.

# SPONSOR AND UNDERWRITING LEVELS

## MASTERPIECE INVESTMENT: \$150,000

**The Impact: Toward the direct costs of providing critical reading intervention programming for three (3) new schools representing more than 190 children being served in the 2021-2022 school year.**

- Title or Presenting Sponsor
- Recognition as an Adopt-a-School sponsor for the 2021-2022 school year. Includes banner at each campus, engagement opportunities with the Reading Intervention students, and personalized updates on students served at your school
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Opportunity for a representative to be featured on Houston Reads Day pep rally video
- Sponsorship recognition during virtual Houston Reads Day pep rally
- Sponsorship recognition in all printed and digital materials and Social Media channels (Logo/Name)
- Feature in Houston Reads Day press releases
- Logo recognition in Literacy Now's annual impact report
- Opportunity for a representative to be featured on virtual Houston Reads Day post event thank you party



LITERACY  
NOW

## CLASSIC INVESTMENT: \$100,000

**The Impact: Toward the direct costs of providing critical reading intervention programming for two (2) new schools representing more than 125 children being served in the 2021–2022 school year.**

- Recognition as an Adopt-a-School sponsor for the 2021–2022 school year. Includes banner at each campus, engagement opportunities with the Reading Intervention students, and personalized updates on students served at your school
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Opportunity for a representative to be featured on Houston Reads Day pep rally video
- Sponsorship recognition during virtual Houston Reads Day pep rally
- Sponsorship recognition in all printed and digital materials and Social Media channels (Logo/Name)
- Feature in Houston Reads Day press releases
- Logo recognition in Literacy Now’s annual impact report
- Opportunity for a representative to be featured on virtual Houston Reads Day post event thank you party

## BEST SELLER INVESTMENT: \$50,000

**The Impact: Toward the direct costs of providing critical reading intervention programming for one (1) new school representing more than 60 children being served in the 2021–2022 school year.**

- Recognition as an Adopt-a-School sponsor for the 2021–2022 school year. Includes banner at the campus, engagement opportunities with the Reading Intervention students, and personalized updates on students served at your school
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Opportunity for a representative to be featured on Houston Reads Day pep rally video
- Sponsorship recognition during virtual Houston Reads Day pep rally
- Sponsorship recognition in all printed and digital materials and Social Media channels (Logo/Name)
- Feature in Houston Reads Day press releases
- Logo recognition in Literacy Now’s annual impact report
- Opportunity for a representative to be featured on virtual Houston Reads Day post event thank you party



## NOVEL INVESTMENT: \$25,000

**The Impact: Toward the direct costs of providing critical reading intervention programming representing more than 30 children being served in the 2021–2022 school year.**

- Includes engagement opportunities with the Reading Intervention students and personalized updates
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Opportunity for a representative to be featured on Houston Reads Day pep rally video
- Sponsorship recognition during virtual Houston Reads Day pep rally
- Sponsorship recognition in all printed and digital materials and Social Media channels (Logo/Name)
- Feature in Houston Reads Day press releases
- Logo recognition in Literacy Now's annual impact report

## NOVELLA INVESTMENT: \$10,000

**The Impact: Provides reading intervention supplies and materials for more than 320 children being served during the 2021–2022 school year.**

- Includes engagement opportunities with the Reading Intervention students and personalized updates
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Sponsorship recognition during virtual Houston Reads Day pep rally
- Sponsorship recognition in all printed and digital materials and Social Media channels (Logo/Name)
- Name recognition in Literacy Now's annual impact report

## STORYBOOK INVESTMENT: \$5,000

**The Impact: Provides reading intervention supplies and materials for more than 160 children being served in the 2021–2022 school year.**

- Includes engagement opportunities with the Reading Intervention students and personalized updates
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Sponsorship recognition during virtual Houston Reads Day pep rally
- Sponsorship recognition in all printed and digital materials and Social Media channels (Name only)
- Name recognition in Literacy Now's annual impact report



## POEM INVESTMENT: \$2,500

**The Impact: Provides critical reading intervention programming to one (1) student in the 2021–2022 school year.**

- Includes personalized updates from our Reading Intervention students
- Recognition as an Adopt-a-Reading Intervention Student for the 2021–2022 school year. Includes personalized updates on your student.
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Sponsorship recognition during virtual Houston Reads Day pep rally
- Sponsorship recognition in all printed and digital materials and Social Media channels (Name only)

## PICTURE BOOK INVESTMENT: \$1,000

**The Impact: Provides reading intervention supplies and materials for more than 30 children being served in the 2021–2022 school year.**

- Sponsorship recognition during virtual Houston Reads Day pep rally
- Employee engagement: Opportunity to provide volunteer readers (spots will be filled based on need and availability)
- Sponsorship recognition in all printed and digital materials and Social Media channels (Name only)

## UNDERWRITING OPPORTUNITIES

**Help cover the cost of event expenses so more funds can go to serving additional children. All Underwriters will be recognized on Literacy Now's Houston Reads Day web page and printed materials.**

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|--------------------------------|---------|
| • Books for school libraries   | \$5,000 |
| • Event advertising            | \$2,500 |
| • Design and printed materials | \$1,000 |
| • Photographer                 | \$500   |

