LITERACYNOW

HOUSTON READS DAY

ENGAGE . IMPACT . EMPOWER

FEBRUARY 26, 2027
SPONSORSHIP OPPORTUNITIES



BENEFITS	MASTERPIECE $150,000	CLASSIC $100,000	BESTSELLER $50,000	NOVEL $25,000	NOVELLA $10,000	STORYBOOK $5,000	POEM $2,500	PICTURE BOOK $1,000
Presenting sponsor with top billing on all materials.	✓							
Featured in Houston Reads Day press releases.	✓	✓						
Opportunity to be featured in Houston Reads Day pre-event video.	✓	✓	✓	✓				
Logo recognition in Literacy Now's Impact Report.	✓	✓	✓	✓				
Logo/Name on Day of signage at all schools.	✓	✓	✓	✓	✓	✓	Name	Name
Sponsorship recognition in Houston Reads Day video.	✓	✓	✓	✓	✓	✓	✓	✓
Reserved SPOTS for volunteer readers. Note that this represents the number of reading spots NOT the number of volunteers. Most volunteers read 2 or more spots.	Up to 65, impacting 1,495 children Reserved campus(es)	Up to 55, impacting 1,265 children Reserved campus(es)	Up to 45, impacting 1,035 children Reserved campus(es)	Up to 35, impacting 805 children Reserved campus(es)	Up to 25, impacting 575 children	Up to 10, impacting 230 children	Up to 5, impacting 115 children	N/A
Logo/name recognition in all printed and digital materials and social media.	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
THE IMPACT OF YOUR GIFT:	Critical reading intervention programming for 144 children	Critical reading intervention programming for 96 children	Critical reading intervention programming for 48 children	Critical reading intervention programming for 30 children	Reading intervention supplies for 320 children	Reading intervention supplies for 160 children	Critical reading intervention programming for one student	Reading intervention supplies for 30 children