

## READ-A-THON 2017 SPONSORSHIP OPPORTUNITIES

March 1 – 17, 2017

Reading opens up our imagination, exposes us to the unknown, builds our vocabulary, and sparks creativity. Access to books gives children a passport to a world far beyond their everyday experience and enhances their school experience, adding to their daily instruction. That is why we celebrate reading and books at Christopher House during our annual Read-A-Thon.

### **\$10,000 SPONSOR**

- Recognition on homepage of Christopher House website leading up to and for the duration of the Read-A-Thon
- Recognition of sponsor's commitment to literacy achievement in a newsletter sent to more than 4,000 households and businesses
- Recognition in all e-marketing related to Read-A-Thon including an e-mail distribution list of 7,500 individuals, corporate, and foundation contacts.
- Feature recognition at Read-A-Thon celebration events at all three Christopher House locations
- Logo included on additional marketing materials including fliers and a bookmark distributed to all participants and volunteers at Read-A-Thon
- Opportunity to sponsor a teacher's professional development in literacy instruction, investing in his/her long-term foundation as an educator
- Opportunity to participate as "Rockstar Readers" in Christopher House classrooms
- Recognition of sponsorship with links and highlight volunteer experiences on social media

### **\$5,000 SPONSOR**

- Recognition in e-marketing related to Read-A-Thon including an e-mail distribution list of 7,500 individuals, corporate, and foundation contacts.
- Recognition at Read-A-Thon celebration events at all three Christopher House locations
- Recognition on additional marketing materials including fliers and a bookmark distributed to all participants and volunteers at Read-A-Thon
- Opportunity to sponsor a teacher's professional development in literacy instruction, investing in his/her long-term foundation as an educator
- Opportunity to participate as "Rockstar Readers" in Christopher House classrooms
- Recognition of sponsorship with links and highlight volunteer experiences on social media

### **\$2,500 SPONSOR**

- Recognition at Read-A-Thon celebration events at all three Christopher House locations
- Recognition on additional marketing materials including fliers and a bookmark distributed to all participants and volunteers at Read-A-Thon
- Opportunity to participate as "Rockstar Readers" in Christopher House classrooms
- Recognition of sponsorship with links and highlight volunteer experiences on social media

### **\$1,000 SPONSOR**

- Recognition at Read-A-Thon celebration events at all three Christopher House locations
- Opportunity to participate as "Rockstar Readers" in Christopher House classrooms
- Recognition of sponsorship with links and highlight volunteer experiences on social media