

Raising A Reader MA Corporate Sponsorship Information Packet



As a Raising A Reader MA corporate sponsor your company will:

- ✓ Foster early literacy for lifelong achievement
- ✓ Receive brand marketing and public recognition opportunities at events, in publications and on collateral material, reaching more than 5,000 people interested in families, education, reading and philanthropy
- ✓ Receive social media recognition through Raising A Reader MA's active content presence on Facebook, Twitter, YouTube and Google+, reaching an estimated 10,000 people every month (source: TweetReach)
- ✓ Receive up to a 10% match on your sponsorship through the Rodman Ride for Kids
- ✓ Gain access to corporate team building opportunities through Raising A Reader MA's affiliation with Rodman Ride for Kids



Web: www.raisingareaderma.org

Email: info@raisingareaderma.org

Postal: 9B Hamilton Place, 3rd Floor, Boston MA 02108

Phone/Fax: 617-292-BOOK (office) or 617-292-2660 (fax)



www.facebook.com/raisingareadermassachusetts

www.twitter.com/raisingareaderm

www.youtube.com/raisingareaderma

Opportunities and benefits of sponsorship

Pick a sponsorship package that meets your organization's promotional and philanthropic interests:

\$25,000 – School Sponsor (Presenting Sponsorship)

- Receive recognition as a School Sponsor at all Raising A Reader MA's donor events through premier logo placement on all event signage, print and electronic promotions and collateral material. At least six donor events are scheduled through December 2012, including the *Dinner With An Author* event on March 29
- Receive recognition as a \$25K Sponsor in support of Raising A Reader MA at the Rodman Ride for Kids including logo placement on the start and finish lines, product promotion in rider goodie bags distributed to 1,500 riders, and recognition in the 2012 Ride Report
- Logo placement and sponsor recognition on (a) six issues of Raising A Reader MA's bimonthly electronic newsletter sent to 2,500 people, Raising A Reader MA's annual report sent to an estimated 600 people, (c) Raising A Reader MA's donor tote bags, distributed to donors who give \$250 or more each year, and (d) Raising A Reader MA's website
- Two complimentary tickets to Raising A Reader MA's Dinner With An Author event on March 29, 2012

\$10,000 – Early Education Center Sponsor

- Receive recognition as an Early Education Center sponsor through logo placement on all event signage, print and electronic promotions and collateral material associated with Raising A Reader MA's annual *Dinner With An Author* event on March 29, and one additional donor event selected by your company
- Receive recognition as a \$10K Sponsor in support of Raising A Reader MA at the Rodman Ride for Kids on September 29 including logo placement on six water stop banners along the ride route, product promotion in rider goodie bags distributed to 1,500 riders, and recognition in the 2012 Ride Report
- Logo placement on Raising A Reader MA's (a) annual report sent to an estimated 600 people, (b) donor tote bags, distributed to donors who give \$250 or more each year, and (c) organizational website
- Two complimentary tickets to Raising A Reader MA's Dinner With An Author event on March 29, 2012

\$6,000 – Library Sponsor

- Receive recognition as a Library Sponsor through company name recognition on event signage, and print and electronic promotions associated with Raising A Reader MA's annual *Dinner With An Author* event on March 29
- Receive recognition as a \$6K Sponsor in support of Raising A Reader MA at the Rodman Ride for Kids the company name on signs posted along the ride route and recognition in the 2012 Ride Report
- Company recognition in Raising A Reader MA's (a) annual report sent to an estimated 600 people, and (b) donor tote bags, distributed to donors who give \$250 or more each year

\$3,000 – Reading Nook Sponsor

- Receive recognition as a Reading Nook Sponsor at one Raising A Reader MA's donor event (excluding the *Dinner With An Author* event on March 29)
- Receive recognition as a \$3K Sponsor in support of Raising A Reader MA at the Rodman Ride for Kids on September 29, including recognition in the 2012 Ride Report
- Company recognition in Raising A Reader MA's (a) annual report sent to an estimated 600 people, (b) donor tote bags, distributed to donors who give \$250 or more each year, and (c) organizational website



Raising A Reader MA will also facilitate corporate team building opportunities for all sponsors through (a) organization of a charity cycling team for the Rodman Ride for Kids and/ or (b) organizing group volunteer experiences at the Ride on September 29th. Each sponsorship level offers your company complimentary registration – from as few as 2 to as many as 16 riders on the Raising A Reader MA Cycling Team.

Sign up to sponsor Raising A Reader MA in 2012

Maximize your sponsorship dollar in 2012! Every dollar raised is eligible for a match of up to 10% through the Rodman Ride for Kids. This guarantees that as much as 110% of your sponsorship will be directed to Raising A Reader MA's work fostering early literacy for lifelong achievement. Thank you!

Company/sponsor name: _____

Contact person name: _____

Mailing address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Circle if they apply for the sponsor has: Facebook page Twitter address Google+ page

Sponsorship level (check one):

- \$25,000 - School Sponsor \$ 3,000 - Reading Nook Sponsor
 \$10,000 - Early Education Center Sponsor Other amount - \$ _____
 \$ 6,000 - Library Sponsor

Contact signature: _____ Date: _____

To receive all recognition, signed sponsorship agreements must be received four weeks before event-specific deadlines. Checks should be made payable to Raising A Reader MA.

Our tax id number is 80-0297898.

**Please send or fax this form to
Raising A Reader MA
Development Office
9B Hamilton Place, 3rd Floor
Boston, MA 02108
Fax: 617-292-2660**

Want more information? Please reach out to...

Gretchen L. Kinder, Director of Strategic Growth & Development
617-292-2665 (office) or 617-816-8224 (cell) or
gretchen@raisingareaderma.org

This agreement is for activities and benefits associated with being a corporate sponsor of Raising A Reader MA and the related benefit of association with the Rodman Ride for Kids. All printed material featuring the Raising A Reader MA logo must be reviewed by staff at Raising A Reader MA prior to print or distribution.

The entire liability of Raising A Reader MA, and sponsor's exclusive remedy for damages from any cause related to or arising out of this agreement, will not exceed a refund of monies actually paid to Raising A Reader MA by the sponsor and not yet expended by Raising A Reader MA.

All proceeds from activities related to this corporate sponsorship directly support the high-impact early literacy work of Raising A Reader MA. Raising A Reader MA raises funds through many sources, including its matching gift partnership with Rodman Ride for Kids, an umbrella children's charity that raised more than \$9 million for at-risk kids in 2011. No portion of funds raised through this sponsorship and related activities will be used to support the Rodman Ride for Kids.

About Raising A Reader MA

35% of children enter kindergarten unprepared to learn, according to the Carnegie Foundation for the Advancement of Teaching. This gap persists into third grade, where MCAS data tells us that 39% percent of third graders did not meet proficiency standards for reading. This figure jumps to 60% for low income children. Why does this matter? A longitudinal study by the Annie E. Casey Foundation (2011) showed that children who are not reading proficiently by third grade are four times more likely to leave school without a diploma.

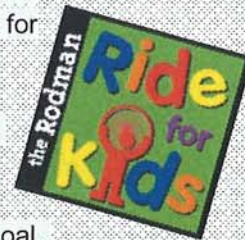
Raising A Reader seeks to close this **achievement gap at the roots by partnering with early childhood educators in high need communities to inspire families of young children to make a priority of reading together at home.** We do this through the delivery of the following services:

1. Our signature red bag book rotation program, which makes more than 100 high quality, culturally appropriate books accessible to children and families every year
2. Multilingual DVDs and other training resources to orient parents to Dialogic Reading strategies and their impact on pre-literacy development like vocabulary, letter awareness, awareness of letter and word sounds (aka phonological awareness), oral expression, and other skills
3. Training and support for early education providers in strategies for reinforcing the family's role in pre-literacy development through storytelling, book sharing and other activities.

We offer our services through partnerships with centers of early education and care like Horizons for Homeless Children, Head Start, and public preschools. Our work is driven by more than 25 years of research that correlates high rates of family book sharing during a child's early years (ages 0-5) with Kindergarten readiness.

Raising A Reader MA currently has more than 32,000 books being circulated through the homes of 8,500 children and families across the Commonwealth. Our multilingual staff works in communities like Dorchester, East Boston, Chelsea, Brockton, Lawrence and Lowell.

The Rodman Ride for Kids is an umbrella matching gift charity raising funds for youth focused social-service agencies that support at-risk children in the state. The Ride for Kids and its affiliated agencies fundraise year-round, culminating with The Ride event, a 25, 50, and 100-mile noncompetitive cycling tour, each fall. Their mission is to have every kid in our communities live as we would want our own kids to live. Affiliated agencies like Raising A Reader MA, along with other beneficiaries, raise funds through corporate sponsorships and ridership. In turn, the Ride matches those funds up to 10% when the agencies meet their predetermined fundraising goal.



“If we give young children books without empowering their families [and their teachers and communities] to use the books to promote healthy development, we might as well give them a wrench. We support Raising A Reader MA because they are giving kids and families the tools AND teaching them how to use them.”

--Corporate donor, September 2011