



READ
GREENVILLE

2015-2016 Sponsorship Opportunities

July 2015-June 2016

Dear Community Partner,

Read Greenville is a community wide awareness program designed to help spread the word about the importance of reading daily. Through a collaborative partnership with local organizations, Read Greenville educates the community about the importance of literacy, provides strategies and ideas for engaging children and adults, and gives the tools necessary to create a literacy filled world for our residents.

As part of Read Greenville, which is spearheaded by Greenville First Steps, Greenville County citizens and supporters are asked to advocate for and take part in reading daily. Now in its second year, Read Greenville is excited to expand community partnerships, host events, and encourage opportunities to support families in reading everyday.

In order to make sure everyone is talking about reading, we need your help! The enclosed materials are full of information about all of the great plans for Read Greenville and how you can be a part of this community-wide conversation.

Your support, along with community and corporate partners, makes Read Greenville possible and positively impacts the lives of all of Greenville County.

We thank you in advance for your generosity and support!

Anne Lee Buck, annelee@greenvillefirststeps.org

2015-2016 Read Greenville Elements

Plans for the next year are full of fun events that encourage readers of all ages!

Read Greenville Resource Guide

1. A 20-page guide for families published through the Greenville Journal and distributed to 40,000 homes.

Monthly Read Greenville Spotlights

2. Published in the Greenville News' City People, Read Greenville will spotlight a literacy partner and the great work they are doing to encourage reading to their clients.

Family Friendly Activities

3. Throughout the year, Read Greenville will host events to inspire all ages to read daily.

Social Media

4. What better way to spread the word about the importance of reading daily than using social media. #ReadGreenville allows great conversation around what we are all reading.

Community Literacy Award

5. New to 2016, Read Greenville will present an annual Literacy Award to an organization who stands out as a literacy champion.

Trainings for Educators

6. Early Childhood Educators are tasked with helping our youngest citizens enter into the world of reading. Read Greenville will offer a professional development

Literacy Grants

7. Read Greenville will provide local organizations the opportunity to apply for grants to receive books to provide to their clients and families.

Greenville's Tales

8. A compilation CD comprised of locals reading stories and singing songs that families can listen to together.

“First Edition” Sponsor \$4,000

- 1 prominent full page ad in Read Greenville Resource Guide
- Read Greenville Events: “Presented By (Company Name)”
- Exclusive logo on front page of Read Greenville Resource Guide
- Logo on monthly Read Greenville Partner Highlight Spotlight
- Press Release announcing (Company Name) as Read Greenville’s First Edition Sponsor
- Logo on and opportunity to record a track for Greenville Tales, a compilation CD of stories and songs for children
- Opportunity for product placement at events and in all promotional opportunities



Sponsor Levels

“Hardback” Sponsor \$2,000

- 1 prominent half page ad in Read Greenville Resource Guide
- Read Greenville Events: “Supported By (Company Name)”
- Logo on monthly Read Greenville Partner Highlight Spotlight
- Opportunity to record track on Greenville Tales CD
- Opportunity for product placement at events and in all promotional opportunities

“Paperback” Sponsor \$1,000

- 1 prominent quarter page ad in Read Greenville Resource Guide
- Read Greenville Events: “Supported By (Company Name)”
- Opportunity to record track on Greenville Tales CD

“Board book” Sponsor \$500

- 1 prominent eighth page ad in Read Greenville Resource Guide
- Opportunity to record track on Greenville Tales CD

Questions:

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Greenville First Steps
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(864) 239-3758

Sponsorship Application

Thank you for committing to spreading the word about the importance of reading daily.

Please select a sponsor level:

- First Edition Sponsor \$4,000
- Hardback Sponsor \$2,000
- Paperback Sponsor \$1,000
- Board Book Sponsor \$500
- Individual Donor \$1/book



For every individual's dollar donated, Read Greenville will supply a book to a child in Greenville.

CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Address: _____

Telephone: _____

Website: _____

Email: _____

BILLING INFORMATION (Please make checks payable to Greenville First Steps)

- Please Invoice
- Check Enclosed

Signature: _____ Date: _____

Please fill out and return to
Greenville First Steps - 24 Cleveland Street - Greenville, SC 29601
Forms and logo can be emailed to AnneLee@greenvillefirststeps.org