



2022 - 2023 SPONSORSHIP PACKET

WHY UNITED WE READ

United WE READ is a campaign dedicated to providing the tools and resources for young children to read at grade-level by the start of fourth grade brought to you by United Way and its partners.

We know that reading is an essential tool for success in school, work, and life. And research tells us that reading proficiently by the start of fourth grade an important predictor of high school graduation and career success. Yet only 40 percent of fourth graders in Connecticut are meeting this crucial milestone. Moreover, struggling readers are disproportionately Black or Hispanic and/or from low-income households, and score on average 35 points below White or higher-income peers on standardized reading tests – the largest gap in the nation.

United WE READ has partnered with our school systems, municipalities, and local and national initiatives to ensure our children are learning to read, and then reading to learn.

VALUE OF UNITED WAY

At United Way, we mobilize people and resources so that children succeed academically, and families are financially secure. One way we do this is through the Campaign for Grade-Level Reading (CGLR).

Nationally, the CGLR partnership between schools, municipalities, businesses, and community organizations rallies behind a coordinated effort to ensure all youth are reading on grade-level by the end of third grade, a critical milestone and predictor of on-time high school graduation.

Launched in 2012, our core strategies include promoting early learning and school readiness, consistent school attendance and preventing summer learning loss. We also support efforts to build literacy skills both in and out of school.



UNITED WE READ SPONSORSHIP PROPOSAL

INVESTMENT: \$15,000 *This sponsorship serves approximately 1,500 students*

BENEFITS INCLUDE:

- Promotion on United WE READ Website and Annual Report
- Listed as presenting sponsor in the logo and name of the program everywhere, including on collateral, digital, web, social media, media mentions, branded items, etc.
- 70 volunteer spots (2 classrooms) for United Way Readers
- Company-branded platform
- Virtual and in-person opportunities, volunteer training, background checks, etc.
- 160 children registered for Dolly Parton's Imagination Library
- 25 volunteer spots at *Read for the Record* (October) and *Read Across America Day* (March)

INVESTMENT: \$10,000 *This sponsorship serves approximately 750 students*

BENEFITS INCLUDE:

- Promotion on United WE READ Website and Annual Report
- Logo on digital, web, social media, media mentions, branded items, etc.
- 35 volunteer spots (1 classroom) for United Way Readers
- Company-branded platform, training, background checks, etc.
- 80 children registered for Dolly Parton's Imagination Library
- 20 volunteer spots at *Read for the Record* (October) and *Read Across America Day* (March)

INVESTMENT: \$7,500 *This sponsorship serves approximately 375 students*

BENEFITS INCLUDE:

- Promotion on United WE READ Website and Annual Report
- Listed on digital, web, social media, media mentions, branded items, etc.
- 15 volunteer spots for United Way Readers
- 40 children registered for Dolly Parton's Imagination Library
- 15 volunteer spots at *Read for the Record* (October) and *Read Across America Day* (March)

INVESTMENT: \$5,000 *This sponsorship serves approximately 250 students*

BENEFITS INCLUDE:

- Promotion on United WE READ Website and Annual Report
- 10 volunteer spots for United Way Readers
- 40 children registered for Dolly Parton's Imagination Library
- 10 volunteer spots at *Read for the Record* (October) and *Read Across America Day* (March)

INVESTMENT: \$2,500 *This sponsorship serves approximately 200 students*

BENEFITS INCLUDE:

- 40 children registered for Dolly Parton's Imagination Library
- 60 books donated to two local classrooms
- 12 volunteer spots at *Read for the Record* (October) and *Read Across America Day* (March)



UNITED WE READ



UNITED WE READ SPONSORSHIP PROPOSAL

INVESTMENT: \$3,500

BENEFITS INCLUDE:

- 35 volunteers spots (1 classroom) for United Way Readers
- Virtual reading platform for workplace group
- Virtual and in-person opportunities, volunteer training, background checks, etc.

Dolly Parton's Imagination Library Book Sponsorship *HARTFORD ONLY*

BENEFITS INCLUDE:

- 40 children – one book every month for a year (\$1,600)
- 1 children – one book every month for a year (\$40)

United WE READ Challenge (March 2022) - \$5,000

BENEFITS INCLUDE:

- Presenting sponsor of *United WE READ Challenge*
- Marketing and promotional opportunities
- Social media
- Website
- Inclusion in e-newsletter (includes company logo)
- Media coverage (when available)

Back to School Event Sponsor (August 2022) - \$7,500

BENEFITS INCLUDE:

- Branded school supplies or tote bags
- Volunteers at event(s)
- Marketing and promotional opportunities
- Presenting sponsor of *United Way Stuff the Bus*
- Social media
- Website
- Inclusion in e-newsletter (includes company logo)
- Media coverage (when available)



UNITED WE READ

Read Across America Day and/or Read for the Record Sponsorship - \$5,000 each (\$10,000 both)

BENEFITS INCLUDE:

- Presenting sponsor of event
- 180 books for local students plus associated costs
 - ° \$2,000 for one event, \$4,000 for both
- Logo stickers or book plates in titles
- 25 volunteer spots at each

Media Sponsorship for Events/Programs - \$7,500

BENEFITS INCLUDE:

- Media coverage
- Branded items
- Volunteer opportunities for talent





Million Minute Challenge (Summer 2022) - \$5,000

BENEFITS INCLUDE:

- Presenting sponsor of *Million Minute Challenge*
- Marketing and promotional opportunities
- Social media
- Website
- Inclusion in e-newsletter (includes company logo)
- Media coverage (when available)



JOIN US. GIVE. ADVOCATE. VOLUNTEER.
TOGETHER, WE CAN MAKE FUTURES BRIGHTER

   
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United Way of Central and
Northeastern Connecticut