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## 2018 Philadelphia Literacy Day

*Presented by Tree House Books*

*In partnership with Read by 4<sup>th</sup>*

*and the United Way of Greater Philadelphia and Southern New Jersey*

May 12, 2018

Dear friend,

In recent years, Philadelphians have joined hands to improve the literacy rates in our city. On **May 12, 2018**, the Saturday before Mother's Day, Tree House Books, with our families, supporters, and partners from across the region, will celebrate the strides we have all made together and honor Philadelphia as a community of Readers, Writers and Thinkers! At this time, we would like to invite you to partner with us to celebrate and support children and families all over the city.

The festivities will kick off with a family event at **Smith Memorial Playground** from 11am – 3pm, as well as a satellite event at the **Kimmel Center** on the Avenue of the Arts. This **FREE** family event will include:

**Literacy Activities:** From poetry walls and story time readings, to craft tables and visits from celebrated authors, we're excited to offer creative activities for all ages that celebrate reading and writing through art, games, and fun.

**The Book Market:** This massive flea market-like book-swap will be open for all to browse & choose from a selection of new and used books (free!). Attendees can also donate their gently used books at the swap, or at any of the book donation boxes all around the event. Just in time for spring cleaning!

**Free Resources:** Guests will be able to visit the tables of a variety of organizations from around Philadelphia to find out about the programs they offer year round.

**Food & Entertainment:** Guests will enjoy FREE water ice, Philly soft pretzels, face painting, caricature art, live music, games and more!

### Why Sponsor?

As a sponsor, your company will benefit from being identified with this community-wide event, as well as from additional exposure received through various media and promotional efforts. By being able to choose from several different levels of sponsorship, you are sure to find a level that fits your organization's goals and budget. We look forward to seeing you on May 12!

Sincerely,

June M. Bretz  
Executive Director

Kristin Kiser  
2018 Philadelphia Literacy Day Chair

# ABOUT TREE HOUSE BOOKS

**Tree House Books** is a non-profit Giving Library and Literacy Center on a mission to grow and sustain a community of readers, writers, and thinkers in Philadelphia. Founded in 2005, our vision is that every child has books to read and every opportunity to pursue their dreams.

## OUR PROGRAMS:

**I. Access to Books:** Before a child can fall in love with reading and writing, he must first have books to read. We provide books to children and families all over Philadelphia through our...

***Giving Library*** - open six days a week, with free books to the community and drop-in tutoring for children of all ages weekday afternoons.

***Books in Every Home*** campaign: in 2017, we collected and distributed 67,665 books to 18,022 kids!

***Words-on-Wheels*** - for families who are unable to make it in to Tree House Books, volunteers on bikes deliver directly to neighborhood homes throughout the year.

***Tree House Visits*** - hosting classes from schools all over the city, kids come for a taste of Tree House magic and Take Home Libraries.



**II. Literacy Programs:** Providing crucial literacy support for children from their earliest moments, through high school, and beyond. With a 2:1 ratio of children to volunteers, every program participant benefits from close attention and tailored instruction that leads to proven results. Our kids love to read and write, and they see real success when they actively participate in...



***Early Literacy Programs*** - for ages 0-6, ensuring that new babies have the books they need to start along the path of lifelong learning, preschoolers are kindergarten-ready, and every child is reading on grade level.

***Literacy Studio*** - for ages 7-12, where kids come and “choose their own adventure”. This “montessori-like” model allows participants to develop crucial literacy skills through exploring their own interests and setting meaningful personal goals.

***Junior Librarians*** - for ages 13-18, this customized mentoring volunteer program reinforces the value of community service, and prepares them for their future careers, while allowing them the chance to participate in the reading and writing journey of our younger students.

***Family Engagement*** - through monthly events and ongoing parent support services, families are included in every aspect of our programs.

## OUR IMPACT

In 2017, Tree House Books distributed 67,665 books to our local children and families. 310 children attended our on-site literacy programs, and 113 families participated in our year-round family engagement programs. Through our *Words-on-Wheels* program, we were able to deliver books to homes to families who were not able to visit Tree House. We welcomed thousands of children and families into our Giving Library -- now open 6 days a week!

How is this all possible? We are 90% volunteer-run. Our volunteers are specially trained to support our families, and to create a safe haven where our kids can learn and grow together. To find out more about our impact, visit our website at: [www.treehousebooks.org](http://www.treehousebooks.org).

# PLD Sponsorship Opportunities

## PRESENTING SPONSOR: \$10,000

- **Guaranteed category exclusivity and naming rights** (“2018 Philadelphia Literacy Day, presented by Tree House Books with YOUR NAME”), guaranteed on all marketing and publicity with press, including event social media and event email invites and newsletter articles (over 7,000 subscribers)
- Opportunity to **speak at the podium** of PLD’s signature event, delivering your company’s personalized philanthropic message
- **Prominent recognition** in all pre/post event advertising, marketing and publicity with local & national press
- Opportunity to be a **featured message** in our upcoming “Philadelphia Literacy Day video” to be sent to hundreds of local businesses in targeted marketing campaign
- Opportunity to market to audience at a **company table**, to display company banner/literature at event
- Twenty (20) **complimentary tickets** to our signature event in the Fall, *Champions of Literacy* (\$1,200.00 value)
- **Large company logo** on Philadelphia Literacy Day t-shirts and on on-site event signage
- Name/logo displayed as a supporter of THB on our **website** for one year (with link)
- **Recognition as a supporter** in Tree House Books’ annual report.

## DIAMOND SPONSOR: \$5,000

- **Prominent recognition** in all pre/post event advertising, marketing and publicity with local & national press, including event social media and in event email invites and newsletter articles (over 7,000 subscribers)
- Opportunity to be a **featured message** in our upcoming “Philadelphia Literacy Day video” to be sent to hundreds of local businesses in targeted marketing campaign
- Opportunity to market to audience at a **company table**, to display company banner/literature at event
- Twelve (12) **complimentary tickets** to our signature event in the Fall, *Champions of Literacy* (\$720 value)
- **Large company logo** on Philadelphia Literacy Day t-shirts and on-site event signage
- Name/logo displayed as a supporter of THB on our **website** for one year (with link)
- **Recognition as a supporter** on Tree House Books' donor list and in annual report.

## PLATINUM SPONSOR: \$2,500

- Opportunity to market to audience at a **company table**, to display company banner/literature at event
- Eight (8) **complimentary tickets** to our signature event in the Fall, *Champions of Literacy* (\$480 value)
- **Promotion** on event email invites and newsletter articles (over 7,000 subscribers)
- Medium **company logo** on Philadelphia Literacy Day t-shirts and on on-site event signage
- **Recognition as a supporter** on Tree House Books' website, donor list, and annual report.

## GOLD SPONSOR: \$1,000

- Four (4) **complimentary tickets** to our signature event in the Fall, *Champions of Literacy* (\$240 value)
- **Promotion** of support on key event email invites and newsletter articles (over 7,000 subscribers)
- Medium **company logo** on Philadelphia Literacy Day t-shirts and on-site event signage
- **Recognition** as a supporter on Tree House Books' website, donor list, and annual report.

## SILVER SPONSOR: \$500

- Two (2) **complimentary tickets** to our signature event in the Fall, *Champions of Literacy* (\$120 value)
- **Promotion** of support on key event email invites and newsletter articles (over 7,000 subscribers)
- **Company listing** on Philadelphia Literacy Day t-shirts and on-site event signage
- **Recognition** as a supporter on Tree House Books' website, donor list and annual report.

# Previous Event Sponsors

1010 Printing  
Backe Foundation  
Ballinger  
Connect Me Voice  
Drew Egmont, Realtor  
East River Bank  
Economy League of Greater Philadelphia  
Edelman Wealth Management  
Elfant Wissahickon Realtors  
Equinox  
FFG Private Business Client Group  
FXD  
Hollister Creative  
Home Source Mortgage Company  
Independence Beer Garden  
Independence Media  
Keller Williams Blue Bell  
LAMATEK, Inc.  
Mum Mum Cards  
NRG Energy  
Pamela Starfield  
Penn Liberty Bank  
Penn Medicine  
Pravda Vodka  
Premier Brokerage Services  
Quirk Books  
Read by 4th  
Running Press  
Saxbys Coffee  
Schell Group  
Slice Communications  
Soho Press  
Spells Writing Lab  
Starfield & Smith Attorneys at Law  
Stephano Slack LLC  
Susquehanna Bank  
Temple University  
Templetown Realty  
The Goldenberg Group  
The Schell Group at Merrill Lynch  
The Siegfried Group  
Toshiba Business Solutions  
Tuttleman Family Foundation  
Vie Consulting  
Why  
Window Nation  
Words at Play  
WSFS Bank  
Yards Brewing Company

# Sponsorship Registration Form

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Key Contact: \_\_\_\_\_

Company Name should be recognized as (if different from above):  
\_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## PLD Sponsorship Levels: (please check one)

\_\_\_\_\_ Presenting Sponsor \$10,000    \_\_\_\_\_ Diamond Sponsor \$5,000    \_\_\_\_\_ Platinum Sponsor \$2,500

\_\_\_\_\_ Gold Sponsor \$1,000    \_\_\_\_\_ Silver Sponsor \$500

Enclosed is a check made payable to Tree House Books

**Please charge my credit card:**    \_\_\_ Master Card    \_\_\_ Visa    \_\_\_ American Express

Name on card: \_\_\_\_\_ Card number: \_\_\_\_\_

Security code: \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

**Yes! Please contact us about additional ways that our company can participate on May 12!**

**Please mail completed form, or email Karen Maloy at: [Karen@treehousebooks.org](mailto:Karen@treehousebooks.org)**

1430 W. Susquehanna Avenue, Philadelphia, PA 19121; [www.treehousebooks.org/donate](http://www.treehousebooks.org/donate)

Questions? Call Karen at: 215.236.1760