



READ USA

# SPONSORSHIP OPPORTUNITIES



The ability to read by third grade is critical to a child's success in school, life-long earning potential and their ability to contribute to the nation's economy and its security.

*-Annie E. Casey Foundation Research*



## Believing in Every Child's Potential

READ USA believes that every child should have boundless opportunity ahead of them in life. We also believe that every child has the potential to achieve any future they desire, if provided with the right tools and resources to develop and unleash that potential.

### *READ USA believes it all starts with literacy.*

Literacy is the essential skillset that empowers anyone – no matter their background, socioeconomic status, or real or perceived limitations – to achieve their dreams and fullest potential. Literacy has the power to create lifelong learners unlike anything else. Improving literacy is also how we uplift our most vulnerable neighbors and communities by empowering them to imagine and create their own future.

Yet, our nation continues to experience a literacy crisis. This crisis is statistically proven in Florida, where 67% of our elementary students are not reading on grade level by the end of 3rd grade, a key indicator of future academic – and lifelong – success.

READ USA's proven, evidence-based interventions aimed at helping children achieve grade-level reading proficiency are measurably closing the literacy gap in Duval County. We have discovered and refined the formula for individual development that empowers self-worth, drive, and lifelong learning.

### **Book Choice & Ownership**

At our annual Book Fairs, students choose free books to build their at-home libraries, as we know that 61% of low-income homes have zero books in them. Access to books in the home is proven to engage children in reading and improve their literacy skills while experiencing a newfound joy of reading.

### **Multicultural Literacy**

We have seen first-hand the importance of providing children from all backgrounds with access to books depicting people who look like them. Our free Multicultural Literacy offerings include online read alouds, resources for parents and educators, interviews with diverse local leaders, and our very own fictional character, Jeremy, who visits with local leaders and publishes a new Jeremy's Journey volume every month.

### **Literacy Tutoring**

We employ teenage tutors to provide daily, intensive, one-to-one tutoring focused on reading fluency, phonemic awareness, and comprehension skills. Literacy Tutoring is measurably improving the reading skills of thousands of elementary students across Duval County while providing valuable workforce development skills for our teen tutors.








### **Literacy Professional Development for Educators**

We know that teachers are vital to closing the literacy gap. To support educators with quality reading instruction, we created a professional development program that provides engaging and effective tools to help teachers help their students reach their full reading potential.



## Our Impact 2011-2022

READ USA's comprehensive, research-based literacy programming is working:

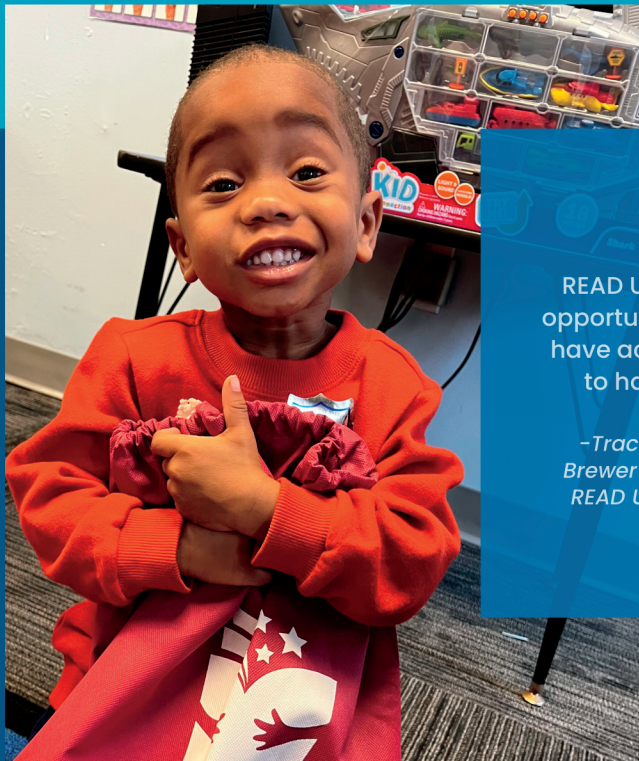
Book Choice and Ownership	
 <b>678,500+</b> books	 <b>216,500+</b> children
Literacy Tutoring	
 <b>2,143</b> children	 <b>883</b> teen tutors
 <b>189</b> teachers	 <b>45</b> schools
<b>+ 100-point gain on STAR Assessments</b> <b>+ 2-grade-level reading improvement</b>	<b>+ Teen tutor reading improvement</b> <b>+ Increased school attendance</b>
Partnerships	
 <b>24</b> Literacy Community Partners	

### Elementary students in READ USA Literacy Tutoring:

- Gained 100 points on STAR Reading Assessments, compared to 81 points among comparison students.
- Increased their skills by two grade levels on reading accuracy and by one grade level on comprehension, reading rate, and fluency.
- Stimulated gains in reading performance among their teen tutors.
- Showed higher on-average school attendance rates.

### Our Mission

READ USA opens pathways for children in under-resourced communities with book choice and ownership, peer-to-peer tutoring, multicultural literacy programming, professional literacy instruction development for educators, all to positively impact grade level reading proficiency, support workforce development, build a diverse teacher pipeline, and end the cycle of generational poverty.



READ USA has provided every opportunity, for every student, to have access to what they need to have that gap bridged.

—Tracey Brown, Educator, Don Brewer Elementary School and a READ USA Literacy Tutoring Site Coordinator

## READ USA Presenting Sponsorship Opportunities



### READ USA Book Fairs Presenting Sponsor **\$300,000 (Annual)**

READ USA Book Fairs are held annually every spring at elementary schools across Duval County, providing more than 50,000 students every year with free books of their own choosing. Your exclusive presenting sponsorship of the READ USA Book Fairs include:

- "READ USA [Year] Book Fairs presented by [Your Company Name]" is how the event is advertised and promoted in all communications channels and at all elementary schools.
- Presenting Sponsorship underwrites the cost of the books, printed materials, and staffing to provide over 51,000 elementary students with their choice of free new books to own at the annual READ USA Book Fair.
- Recognition at ALL elementary schools during Book Fair weeks and your company name/logo on the READ USA website year-round.
- A 10-seat VIP table and program, signage, and presentation recognition during READ USA's annual Peace in the Pages event in October.
- Opportunities to volunteer during literacy activities with READ USA.
- A full volume set of the inaugural year of the Jeremy's Journey book series produced by READ USA.



### READ USA Peace in the Pages Presenting Sponsor **\$50,000 (Annual)**

READ USA's Peace in the Pages event is held annually in October on or near Gandhi's birthday to promote the link between literacy and the values of empathy, peace, non-violence, health, education, freedom, leadership, and success. During this celebratory event, READ USA presents seven local leaders with awards recognizing their commitment to literacy and closing the literacy gap in Duval County and beyond. Your exclusive presenting sponsorship of Peace in the Pages includes:

- "READ USA's [Year] Peace in the Pages, presented by [Your Company/Personal Name]" is how the event is advertised and promoted in all communications channels.
- Presenting Sponsorship underwrites a portion of the cost of the luncheon that provides goodwill, unity, and support for the values promoted through the event.
- Supports all of READ USA's research-based, multi-layered programming that is solving the literacy crisis in our country through books and good teaching.
- Recognition as the Presenting Sponsor of Peace in the Pages on READ USA's website, social media, and newsletter year-round.
- A 10-seat VIP table and program, signage, and presentation recognition during Peace in the Pages.
- Opportunities to volunteer during literacy activities with READ USA.
- A full volume set of the Jeremy's Journey book series produced by READ USA.

“READ USA Literacy Tutoring helps you to not only shape the lives of the kids you're helping, but also shape your own.”

—Jamilah Lipscomb, READ USA Teen Tutor

## 4TH ANNUAL PEACE IN THE PAGES

Presented by Diane and Steve Halverson





## READ USA Jeremy's Journey Sponsorship Opportunities

READ USA introduced Jeremy, our fictional storyteller, to Jacksonville in early 2022, and he has since gone on many journeys with numerous local, diverse community leaders. Our Jeremy's Journey books have a meaningful purpose: by introducing children to community leaders around them, READ USA helps make diversity and representation more visible through literacy, and provides local children with windows, mirrors, and sliding glass doors to futures that are indeed possible and attainable for them.



### READ USA Sponsor of Jeremy's Journey Series **\$60,000 (Annual)**

- Exclusive sponsorship recognition within each of 12 volumes of READ USA's Jeremy's Journey book series for a calendar year, including company name, logo, and statement of commitment to literacy.
- First-refusal rights to author the foreword of each monthly volume.
- Multi-channel recognition during the month each book is published on READ USA's social media and newsletter, which is distributed weekly to thousands of recipients.
- Recognition at READ USA's annual Peace in the Pages event in October.
- Recognition at READ USA Book Fairs and ability to conduct an exclusive book signing at an elementary school of choice.
- Ability to showcase each monthly Jeremy's Journey volume on your external and internal communications channels.
- 25 copies each of the 12 volumes of your sponsored Jeremy's Journey series.



### READ USA Sponsor of Jeremy's Journey Young Leaders Series **\$60,000 (Annual)**

- Provides authorship and ownership to four of READ USA's teen tutors in the Literacy Tutoring program. These young leaders will be guided step-by-step by a local author through the creative process to write and publish their own stories.
- Exclusive sponsorship recognition within each of four quarterly volumes of READ USA's Jeremy's Journey Young Leaders book series for the calendar year, including company name, logo, and statement of commitment to literacy.
- Multi-channel recognition during the quarter each book is published on READ USA's social media and newsletter, which is distributed weekly to thousands of recipients.
- First-refusal rights to author the foreword of each quarterly volume.
- Recognition at READ USA's annual Peace in the Pages event in October.
- Recognition at READ USA Book Fairs and ability to conduct an exclusive book signing at an elementary school of choice.
- Ability to showcase each quarterly Jeremy's Journey volume on your external and internal communications channels.
- 50 copies each of the four volumes of your sponsored Jeremy's Journey Young Leaders series.

# READ USA Sponsorship Opportunities



## READ USA Literacy Game Changer **\$30,000**

- Supports all of READ USA's research-based, multi-layered programming that is solving the literacy crisis in our country through books and good teaching.
- Recognition as a sponsor at three elementary schools during annual READ USA Book Fairs and your name/logo on READ USA website year-round.
- Opportunities to volunteer during literacy activities with READ USA.
- Platinum sponsorship recognition at READ USA's annual Peace in the Pages event in October, including program, signage, and presentation recognition, and a 10-seat VIP table.
- A full volume set of the Jeremy's Journey book series produced by READ USA.



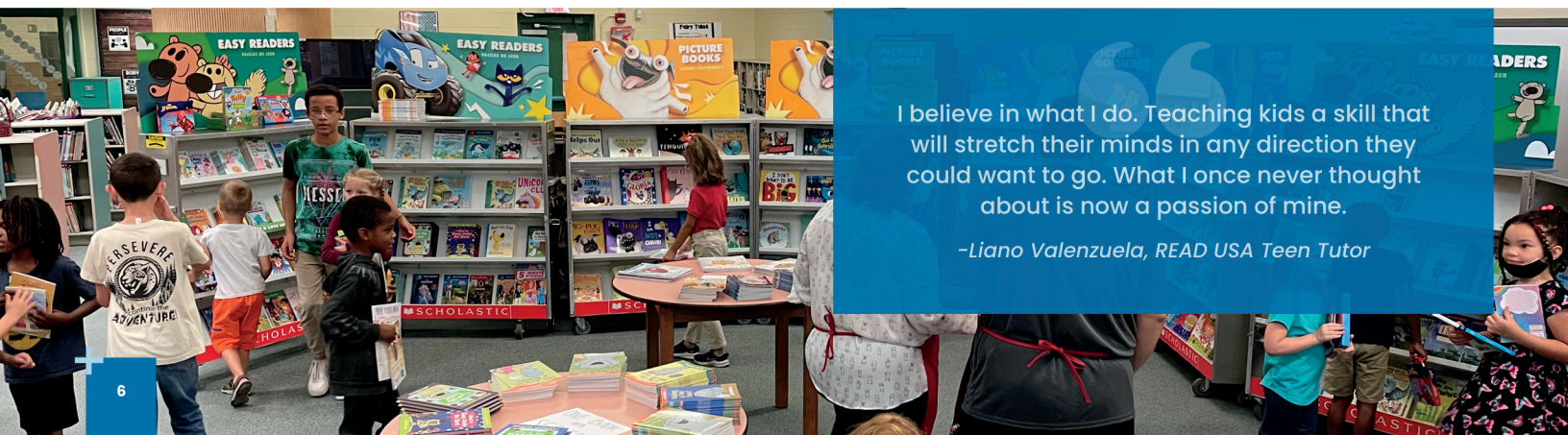
## READ USA Literacy Champion **\$20,000**

- Supports all of READ USA's research-based, multi-layered programming that is solving the literacy crisis in our country through books and good teaching.
- Recognition as a sponsor at two elementary schools during annual READ USA Book Fairs and your name/logo on READ USA website year-round.
- Opportunities to volunteer during literacy activities with READ USA.
- Gold sponsorship recognition at READ USA's annual Peace in the Pages event in October, including program, signage, and presentation recognition, and a 10-seat VIP table.
- A full volume set of the Jeremy's Journey book series produced by READ USA.



## READ USA Literacy Partner **\$10,000**

- Supports all of READ USA's research-based, multi-layered programming that is solving the literacy crisis in our country through books and good teaching.
- Recognition as a sponsor at one elementary school during annual READ USA Book Fairs and your name/logo on READ USA website year-round.
- Opportunities to volunteer during literacy activities with READ USA.
- Silver sponsorship recognition at READ USA's annual Peace in the Pages event in October, including program, signage, and presentation recognition, and a 10-seat table.
- A full volume set of the Jeremy's Journey book series produced by READ USA.



I believe in what I do. Teaching kids a skill that will stretch their minds in any direction they could want to go. What I once never thought about is now a passion of mine.

*-Liano Valenzuela, READ USA Teen Tutor*





## READ USA Literacy Advocate \$5,000

- Supports all of READ USA's research-based, multi-layered programming that is solving the literacy crisis in our country through books and good teaching.
- Recognition on READ USA's social media, website, and newsletter with at least three mentions throughout the year.
- Bronze sponsorship recognition at READ USA's annual Peace in the Pages event in October, including program, signage, and presentation recognition, and five seats at the event.
- Opportunities to volunteer during literacy activities with READ USA.



## READ USA Literacy Angel \$1,000

- Provides elementary students with their choice of free new books to own at the READ USA Book Fairs held annually every spring at elementary schools across Duval County.
- Supports READ USA's research-based, multi-layered programming that is solving the literacy crisis in our country through books and good teaching.
- Two seats at READ USA's annual Peace in the Pages event in October.
- Opportunities to volunteer during literacy activities with READ USA.



## READ USA Supporter Any \$ Amount

- Supports READ USA's research-based, multi-layered programming that is solving the literacy crisis in our country through books and good teaching.
- Opportunities to volunteer during literacy activities with READ USA.

If we can inspire the students at my school to read, they can go anywhere in their future...

—Paula Findlay, Principal, Arlington Elementary School

## Our Community Literacy Partners

READ USA partners with numerous community-based and national organizations all focused on closing the literacy gap and creating lifelong readers and learners.



## We Need Your Support!

By supporting READ USA, you are helping children become lifelong readers and learners and accomplish their fullest potential.

“Once you learn to read, you will forever be free.”

—Frederick Douglass

“67% of Florida’s children are not reading on grade level by the end of third grade.”

—Florida Grade Level Reading campaign

“The only behavior message that correlates significantly with reading scores is the number of books in the home.”

—The Literacy Crisis: False Claims, Real Solutions



“2/3 of fourth graders who struggle to read will end up in jail or on welfare.”

—WriteExpress Corporation, Accessed June 2015

“All children can learn to read if given the opportunity to work on their foundational gaps.”

—Sal Khan, founder of Khan Academy

## Contact Us

To become a READ USA sponsor, contact:

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