

# 2023 SPONSORSHIP OPPORTUNITIES



*Bringing the joy and promise of books and reading to ALL South Sound Children!*

## EVENTS



## PROGRAMS



## BOOK VAN



Benefits of becoming a sponsor for the South Sound Reading Foundation:

- ✓ Helping children and families in your community
- ✓ Reaching an audience of potential customers and clients who value literacy

Thank you for your interest in creating a community that loves reading!

Interested in creating a custom package that works with your marketing budget and community goals? Contact Lacey Benedeck  
email: [lbenedeck@nthurston.k12.wa.us](mailto:lbenedeck@nthurston.k12.wa.us) | call: 360-412-4499

*Promoting Literacy, Creating Potential*



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# EVENT SPONSORSHIP #1



Annual Benefit Breakfast ~ April 13th, 2023  
Features literary keynote speaker and honors  
award recipients. Draws 200+ community  
leaders and professionals.



## Sponsorship Levels and Benefits

EXCLUSIVE! (ONLY 1)

**PRESENTING**

**\$2000**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations
- Event program
- Table Tents

**Day-of event:**

- Speaking opportunity
- Speaker photo op
- Slideshow shoutout

**SPEAKER**

**\$1500**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations

**Day-of event:**

- Speaker photo op
- Slideshow shoutout
- Keynote speaker at your table

**READER LEADER**

**\$1000**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations

**Day-of event:**

- Slideshow shoutout

**BOOK BELIEVER**

**\$500**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations
- Event program
- Table Tents

**Day-of event:**

- Slideshow shoutout



# EVENT SPONSORSHIP #2



olylit

Literary Festival~ September 22-23, 2023

A burgeoning literary festival in downtown Olympia featuring author talks and other activities in and around downtown Olympia attracting hundreds of local and out-of town guests.



Be a part of the **FIRST EVER Olylit festival!**

## *Sponsorship Levels and Benefits*

EXCLUSIVE! (ONLY 1)

**FIRST EVER!**  
**PRESENTING SPONSOR**  
**\$3000**

Logo as Presenting Sponsor on:

- banners and all signage
- Olylit website for 12 months
- advertising throughout Western Washington
- event map and program
- swag bag

- Recognition as Presenting Sponsor at each Olylit event (4 total)
- Company name included in press release
- + 6 Tickets to Friday Night's Books by the Bay Soiree

EXCLUSIVE! (ONLY 1)

**FIRST EVER!**  
**AUTHOR SPONSOR**  
**\$1500**

Logo as Author Sponsor on:

- all signage
- Olylit website for 10 months
- advertising throughout Western Washington
- event map and program

- Recognition as Author Sponsor each Olylit event (4 total)
- +4 Tickets to Friday Night's Books by the Bay Soiree

EXCLUSIVE! (ONLY 2)

**FIRST EVER!**  
**ACTIVITIES SPONSOR**  
**\$1000**

Logo as Activities Sponsor on:

- all signage
- on Olylit website for 8 months
- event map and program

- Recognition as Activities Sponsor at each Olylit event (4 total)
- +2 Tickets to Friday Night's Books by the Bay Soiree

**FIRST EVER!**  
**HOSPITALITY SPONSOR**  
**\$500**

Logo as Hospitality Sponsor on:

- Olylit website for 6 months
- all signage
- event map and program

- Recognition at each Olylit event (4 total)

# EVENT SPONSORSHIP #3



Our Signature Literacy Celebration ~ September 22 2023  
Features inspiring authors and books, tasty food and drink, music, and auction. Attracts 200+ community-minded guests to this unique, literacy-themed gala.



## ***Sponsorship Levels and Benefits***

*EXCLUSIVE! (ONLY 1)*

**PRESENTING**  
**\$3000**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations
- Event program
- Table Tents

**Day-of event:**

- Speaking opportunity
- Author at your table
- Author photo op
- Banner display
- 8 Comp tickets

**READING CHAMPION**  
**\$2000**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations
- Event program
- Table Tents

**Day-of event:**

- Author at your table
- Author photo op
- Banner display
- 6 Comp tickets

**READING ADVOCATE**  
**\$1500**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations
- Event program
- Table Tents

**Day-of event:**

- Banner display
- 4 Comp tickets

**LITERACY LOVER**  
**\$1000**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations
- Event program
- Table Tents

**Day-of event:**

- 3 Comp tickets

**READER LEADER**  
**\$500**

**Name Recognition:**

- Website/Social Media/link to your website
- E-newsletter
- Posters/invitations
- Event program
- Table tents

**Day-of event:**

- 2 Comp tickets

# PROGRAM SPONSORSHIP

Our programs educate children and families about the importance of reading and strive to get books into the hands of every child so they have the tools they need to read and succeed.



## Programs



**LITERACY BOOKSHELVES** Stocks 14,000+ books on bookshelves at 40 agencies serving low-income clients so children can take a free book home to read.



**READ TO ME** Shares story time visits and 10,000+ free books with children ages 3-5 at Head Start and other childcare facilities monthly.



**BOOKS FOR BABIES** Gives 2,300+ new board books and literacy information to families leaving the hospital with newborns.



**BAG O' BOOKS** Packs individual book orders totaling 14,000+ books dispersed in 2022 for families in Thurston and Mason counties, ordered online and picked up at our office

## Sponsorship Levels and Benefits

**EXCLUSIVE!  
(ONLY 1)**

**LITERACY  
CHAMPION  
\$3000**

**Logo  
Recognition:**

- Website/Social Media/link to your website
- E-newsletter

**BIBLIOPHILE  
\$2500**

**Logo  
Recognition:**

- Website/Social Media/link to your website
- E-newsletter

**LITERACY  
LOVER  
\$1000**

**Logo  
Recognition:**

- Website/Social Media/link to your website
- E-newsletter

**READER  
LEADER  
\$500**

**Name  
Recognition:**

- Website/Social Media/link to your website
- E-newsletter

**BOOK  
BELIEVER  
\$250**

**Name  
Recognition:**

- Website/Social Media/link to your website
- E-newsletter

**CUSTOM:**

Contact Lacey Benedeck at [lbenedeck@nthurston.k12.wa.us](mailto:lbenedeck@nthurston.k12.wa.us) to create a package that works with your marketing, budgeting and community goals.



# BOOK VAN SPONSORSHIP



Our highly visible Book Van delivers 40,000+ books and services to locations and events throughout the South Sound (including Thurston, Mason, Lewis, and Grays Harbor counties) covering 12,500+ miles annually.

Your company's logo will be prominently displayed on the van's exterior.

\*\*\*\* A three (3) year commitment is required.



Questions? [lbenedeck@nthurston.k12.wa.us](mailto:lbenedeck@nthurston.k12.wa.us) 360-412-4499

## Sponsorship Levels and Benefits

**HIGHEST  
VISIBILITY  
SERVICE SIDE**

**\$1500/yr**  
(\$4000 commitment)



**Logo/Name  
Recognition:**

- Book Van decal
- Website/Social Media/link to your website
- E-newsletter

**HIGHER  
VISIBILITY  
DRIVER SIDE**

**\$1250/yr**  
(\$3750 commitment)



**Logo/Name  
Recognition:**

- Book Van decal
- Website/Social Media/link to your website
- E-newsletter

**HIGH  
VISIBILITY  
REAR DOOR**

**\$1000/yr**  
(\$3000 commitment)



**Logo/Name  
Recognition:**

- Book Van decal
- Website/Social Media/link to your website
- E-newsletter

# LEARN ABOUT US!

## Previous Sponsor Testimonials

“  
OlyFed is so proud to be a supporter of South Sound Reading Foundation for over 19 years! We appreciate their innovative and collaborative efforts to ensure all youth have access to books!  
”



“  
Olympia Pediatrics sponsors the SSRF for many reasons. Reading is a great bonding activity between caregivers and children and plays an important role in language development and communication skills. Reading provides exposure to experiences outside of a child's everyday life, it opens the door to imaginative play, creativity, and empathy. And reading is fun!  
”



“  
TwinStar appreciates the opportunity to support the South Sound Reading Foundation. We believe so strongly in their vision and mission that along with sponsoring and attending fundraising events, one of our members of our leadership team serves on their board of directors! Their vision of a community where ALL children read well and enjoy reading leading to new opportunities aligns perfectly with TwinStar's belief that literacy leads to the confidence to learn. Learning and knowledge open the doors to amazing opportunities.  
We appreciate the work of the South Sound Reading Foundation and are honored to support their efforts.  
”



## Videos About Our Impact

