



## Imagination Library

# Corporate Sponsorship Opportunities

### **What is Imagination Library?**

Imagination Library is a program of the Catawba County Partnership for Children that provides free age-appropriate books to Catawba County's young children! At no cost to families, all enrolled children receive one book in the mail each month until they reach the age of five. Our local Imagination Library program is an affiliate Dolly Parton's Imagination Library program which currently sends books to over 1,000,000 children in the US, Canada, and the United Kingdom!

### **Why give books to children?**

Did you know that 61% of low-income families do not have a single piece of reading material suitable for a child in their homes? Furthermore, the research is clear that reading aloud to children is the single most important activity for building the knowledge required for eventual success in reading. By receiving books in the mail each month, children are far more likely to be read to by their parents and caretakers, and to be excited about books and reading. Imagination Library is an evidence-informed method of helping children build the pre-literacy skills that they'll need for future success in school and in life!

### **What are parents saying about Imagination Library?**

According to one of the many local parents who provided comments on our recent Imagination Library survey, *"Every time a book comes in the mail my 3-year-old runs to me and says, "We got a book, Mommy. Can we read it?!" Of course we read it several times before we can continue with our day, but both my baby girls enjoy the books that come in the mail. It's such a blessing to be able to get the books since I don't have extra money in between bills and supplies for the girls. I just want to say thank you!"*

### **How can your company help?**

We need your support to be able to provide Imagination Library books to as many children in Catawba County as possible. While this is a free service to Catawba County families, thanks to the support of the Dollywood Foundation, the cost to us is only about \$2.08 per book, or about \$25 per child per year. We have already grown our local program to send books to over **5,000** children each month, so our monthly cost is approximately \$10,000 and our annual budget is \$120,000. We need your sponsorship so that we can continue to provide this important early literacy program to Catawba County's children.

**Please join us in being an early literacy champion by supporting Imagination Library!**



*Imagination Library is a program of the*  
**Catawba County Partnership for Children**

738 4th Street SW, Hickory, NC 28602 • P.O. Box 3123, Hickory, NC 28603

Phone: 828-695-6505 • Fax: 828-328-4551

KLYKE@catawbacountync.gov • www.catawbakids.com

Federal Tax ID # 58-2139195

# Imagination Library Corporate Sponsorship Opportunities

## Conductor - \$10,000 and above

*With a gift of \$10,000, 400 children will receive one book each month for an entire year!*

Recognitions for an Imagination Library **Conductor**:

- Your organization acknowledged on the mailing labels for all Imagination Library recipients for **three** months
- Your logo featured on the Imagination Library brochure
- Recognition on the informational mailers sent to Imagination Library recipients during the pledge period
- Your sponsorship announced at Imagination Library awareness events and on flyers
- Your logo featured on our website
- Recognition at Family Fair, our free festival held every year for children & families

## Engineer - \$5,000 and above

*With a gift of \$5,000, 200 children will receive one book each month for an entire year!*

Recognitions for an Imagination Library **Engineer**:

- Your organization acknowledged on the mailing labels for all Imagination Library recipients for **one** month
- Recognition on informational mailers sent to Imagination Library recipients during the pledge period
- Sponsorship announced at Imagination Library awareness events and on flyers
- Your logo featured on our website
- Recognition at Family Fair

## Trainmaster - \$2,500 and above

*With a gift of \$2,500, 100 children will receive one book each month for an entire year!*

Recognitions for an Imagination Library **Trainmaster**:

- Recognition on informational mailers sent to Imagination Library recipients during the pledge period
- Sponsorship announced at Imagination Library awareness events and on flyers
- Your logo featured on our website
- Recognition at Family Fair

## Yardmaster - \$1,000 and above

*With a gift of \$1,000, 40 children will receive one book each month for an entire year!*

Recognitions for an Imagination Library **Yardmaster**:

- Your sponsorship announced at Imagination Library awareness events and on flyers
- Your organization featured on our website
- Recognition at Family Fair

## Flagman - \$500 and above

*With a gift of \$500, 20 children will receive one book each month for an entire year!*

Recognitions for an Imagination Library **Flagman**:

- Your organization featured on our website
- Recognition at Family Fair

**We thank you for your commitment to providing books to children!**

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

Address: \_\_\_\_\_

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

Sponsorship Level:  Conductor  Engineer  Trainmaster  Yardmaster  Flagman

Annual Pledge Commitment: \$ \_\_\_\_\_

*(Please make checks payable to the Catawba County Partnership for Children and send to P.O. Box 3123, Hickory, NC 28603.)*

Period of Commitment:  1 Year  2 Year  3 Year  4 Year  5 Year

\_\_\_\_\_  
Signature Date



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