

# SPONSORSHIP OPPORTUNITY



APRIL 30, 2016 | BURKE LAKE PARK



Reading Is  
Fundamental  
of Northern Virginia

Help make a tangible impact in our community by providing needy children with books that will encourage an early and sustained love of reading.



[www.rifnova.org](http://www.rifnova.org)

# INTRODUCTION

*“There’s no substitute for books in the life of a child.”*

*-Mary Ellen Chase*

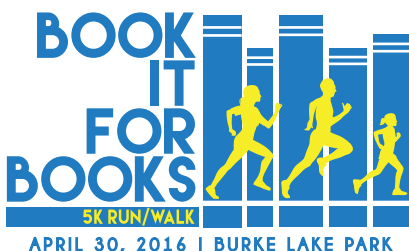
On behalf of Reading is Fundamental (RIF) of Northern Virginia, I invite you to join us as a sponsor of the **2016 RIF of NOVA 5K Race** fundraising effort. On **April 30, 2016** at **Burke Lake Park**, we will hold our inaugural 5K to support our mission of bringing new, free books of their own choosing to 23,000 children of low income families at forty schools and daycare centers in the city of Alexandria and the counties of Arlington, Fairfax and Prince William.

In our forty year history, RIF of NOVA has supplied more than one million books to children. As a part of the nation’s largest children’s literacy non-profit organization, RIF of NOVA provides motivational activities to encourage a passion for reading at book distribution celebrations where children also pick the perfect book from a display of carefully-selected books chosen specifically for that site. Book ownership and the promotion of literacy are instrumental to the future educational and life success of children. By providing needy children with books that will encourage an early and sustained love of reading, those children are more likely to read outside of school which has consistently been found to correlate to growth in reading comprehension, verbal fluency, and general success. Comments like 5th grader Matthew’s are common: *“Thank you for all the wonderful books. So many interesting books about everything! I don’t know what people would do if they didn’t have RIF!”*

That thrill is a long-lasting one as indicated by Nancy B, a participant in one of our programs forty years ago. She shared these memories along with a donation she recently sent, *“I still remember how happy I was (and overwhelmed with joy) at the idea of picking my own book and getting to keep it... I’ve never forgotten how much this program meant to a poor, struggling kid living in a rough housing project.”*

As you consider a tax deductible sponsorship, please know that every dollar contributed will go to the purchase of more books. Your contribution can expand our reach and help us instill a lifelong love of learning – one book and one child at a time.

For more information about RIF of NOVA, go to **[www.rifnova.org](http://www.rifnova.org)**. We look forward to your joining with us to help realize a world in which every child has books and develops his or her full potential through literacy.



# SPONSORSHIP LEVELS

Sponsorship Benefits	Pulitzer Prize \$2,000 (limit 1)	Bestseller \$1,000 (limit 3)	Hardback \$700 (limit 5)	Paperback \$500 (limit 8)	Manuscript \$300 (unlimited)
Space for company provided sponsor banner	●				
Logo placement on front page of the RIF of NOVA website with link to company website	●				
Exclusivity within sponsor level	●	●			
Space provided for meet & greet table. (Provide your own table, chairs, tent, marketing materials, etc.)	●	●	●		
Provide marketing materials for participant goodie bags	●	●	●		
Social media mentions on RIF of NOVA's Facebook page	●	●	●	●	●
Recognition from race announcer/DJ	●	●	●	●	●
Company logo or name displayed on race t-shirt	● *Prominent placement	●	●	● *Name only	● *Name only
Company logo or name placement on all event publications, signage, advertising, and on the RIF of NOVA website	● *Prominent placement	●	●	●	● *Name only
# of free race entries	4	3	2	1	

## Race Day Sponsorships

### Mile Marker Sponsor - \$150 (Limit 2)

- Signage provided with company logo placed at 1st or 2nd mile marker
- Option to provide volunteers as "cheerleaders" at designated mile marker
- Combine with another book level sponsorship for a \$50 discount

### Water Station Sponsor - \$150 (Limit 1)

- Signage provided with company logo placed at water station (located at the 2nd mile marker)
- Option to provide volunteers to hand water to runners
- Combine with another book level sponsorship for a \$50 discount
- Water and cups provided by RIF of NOVA

In kind donations or cash donations gratefully accepted. Please see Sponsorship Confirmation Form for details.

# SPONSORSHIP CONFIRMATION FORM

**PLEASE COMPLETE AND MAIL THE FOLLOWING FORM AND PAYMENT BY MARCH 15, 2016 IF YOU WOULD LIKE TO BE INCLUDED AS AN EVENT SPONSOR FOR THE RIF OF NOVA "BOOK IT FOR BOOKS" 5K RUN/WALK.**

## Company Information

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

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

Website: \_\_\_\_\_

\* Please email your company's high-resolution logo to [bookitforbooks@gmail.com](mailto:bookitforbooks@gmail.com)

## Contact Information

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

Phone Number: \_\_\_\_\_

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

## Select sponsorship level

\* Please call Mia Mason (703) 845-1018 to confirm sponsor level availability before submitting form and payment.

- |   |  |
|---|--|
| <input type="checkbox"/> Pulitzer Prize - \$2,000 (Limit 1) | <input type="checkbox"/> Mile Marker Sponsor - \$150 (Limit 2)                       |
| <input type="checkbox"/> Bestseller - \$1,000 (Limit 3)     | <input type="checkbox"/> Water Station Sponsor - \$150 (Limit 1)                     |
| <input type="checkbox"/> Hardback - \$750 (Limit 5)         | <input type="checkbox"/> In Kind Donation<br><i>Items donated &amp; value:</i> _____ |
| <input type="checkbox"/> Paperback - \$500 (Limit 8)        | <input type="checkbox"/> Monetary Donation for Race Day Expenses \$ _____            |
| <input type="checkbox"/> Manuscript - \$300 (Unlimited)     | <input type="checkbox"/> Monetary Donation to Buy Books \$ _____                     |

Please make all checks payable to RIF of NOVA and mail to:

*Mia Mason, RIF of NOVA Race Coordinator*

*5907 Skyline Heights Court*

*Alexandria, VA 22311*

*(EIN) 51 - 0155758*

**THANK YOU FOR YOUR KIND PARTICIPATION!**

