

SPONSORSHIP OPPORTUNITY



OCTOBER 29, 2017 | BLUEMONT PARK



Reading Is
Fundamental
of Northern Virginia

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



www.rifnova.org

INTRODUCTION

WHO WE ARE

RIF of NOVA is a 45 year-old nonprofit organization that provides books for low-income children



WHAT WE DO

Provide books to more than 25,000 children annually in the City of Alexandria and Arlington, and Fairfax and Prince William Counties

Over
1 MILLION
books provided so far!

HOW WE DO IT



Give free, new books to children each year because 2 out of 3 youth living in poverty have no books to call their own



Inspire a love of reading when children can choose their own books to read

WHY LITERACY IS IMPORTANT



61% of low income families have no age appropriate books for children in the home



65% of 4th graders read below grade level



55% of adults with below average reading comprehension did not graduate from high school

\$225 BILLION

The annual cost of illiteracy in the United States

HOW YOUR SPONSORSHIP CAN HELP



The 2016 Book It For Books race raised enough money to purchase over 10,000 new books



Your money can help combat illiteracy in OUR AREA - one book, and one child at a time



Your support can help develop a child's full potential through literacy



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SPONSORSHIP LEVELS

Sponsorship Benefits	Pulitzer Prize \$2,000	Bestseller \$1,000	Hardback \$750	Paperback \$500	Storybook \$300	Bookmark \$100
Space for company provided sponsor banner	●					
Logo placement on front page of the RIF of NOVA website with link to company website	●					
Space provided for meet & greet table. (Provide your own table, chairs, tent, marketing materials, etc.)	●	●				
Provide marketing materials for participant goodie bags	●	●	●			
Company logo or name displayed on race t-shirt	● *Prominent placement	●	●	●	● *Name only	
Social media mentions on RIF of NOVA's Facebook page	●	●	●	●	●	●
Recognition from race announcer/DJ	●	●	●	●	●	●
Company logo or name placement on all event publications, signage, advertising, and on the RIF of NOVA website	● *Prominent placement	●	●	●	● *Name only	● *Name only

Monetary donations gratefully accepted. No gift cards please. See Sponsorship Confirmation Form for details.

SPONSORSHIP CONFIRMATION FORM

PLEASE COMPLETE AND MAIL THE FOLLOWING FORM AND PAYMENT BY SEPTEMBER 15, 2017 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

Contact Information

Name: _____

Phone Number: _____

Email: _____

Select sponsorship level

Pulitzer Prize - \$2,000

Paperback - \$500

Monetary Donation

Bestseller - \$1,000

Storybook - \$300

\$ _____

Hardback - \$750

Bookmark - \$100

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

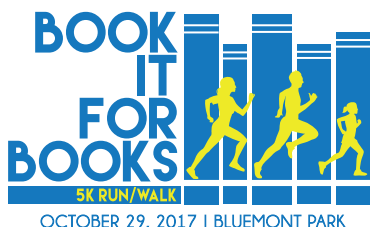
Mia Mason, RIF of NOVA Race Coordinator

5907 Skyline Heights Court

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Questions? Please call (703) 795-8055 or email bookitforbooks@gmail.com

(EIN) 51 - 0155758



THANK YOU FOR YOUR KIND PARTICIPATION!

RIFnova.org
Facebook.com/RIFnova

