

# SPONSORSHIP OPPORTUNITY

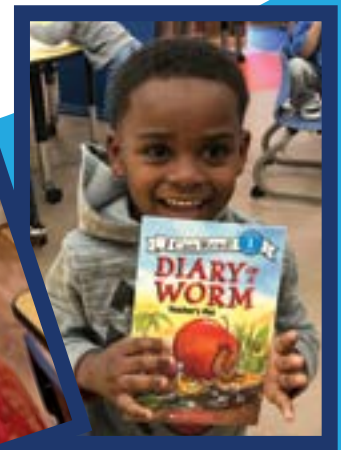
# BOOK IT FOR BOOKS



5K RUN/WALK

October 28, 2023 | BLUEMONT PARK

**Reading**  
Is Fundamental  
Northern Virginia  
books change lives



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



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

# FAST FACTS

## WHO WE ARE

RIF of NOVA – Celebrating over 50 years in the Northern Virginia community

All-volunteer 501(c)3 nonprofit

Providers of over ONE MILLION books to kids in the region so far!



## WHAT WE DO

Supply free, new books to over 20,000 children annually in the City of Alexandria and in Arlington, Fairfax, and Prince William counties

Offer book choice – Children who choose their own books are three (3) times more likely to be frequent readers

Collect like-new, gently used books to augment home libraries for at-risk children

## A FEW STATS ABOUT NOVA RIF SCHOOLS

Diversity:  
Minority enrollment: 75%+

Economic Status:  
Low-income: Up to 88%

Reading Scores: All fall below the 78% Virginia state reading average

Covid Impact: Reading test scores fell 5 to 8% for all students; the gap was much wider for disadvantaged students

## THE BIGGER PICTURE



67% of low-income families have no age-appropriate books for children in the home  
*(The Literacy Project)*



65% of 4th graders read below grade level, contributing to over 8,000 students dropping out of high school every day  
*(RIF/National Assessment of Educational Progress, NAEP)*



**\$300.8 BILLION**  
The annual cost of illiteracy in the United States on health, crime, welfare, lost earnings, business productivity, and more  
*(World Literacy Foundation)*

## WHAT CAN YOU DO?



Help us raise \$65,000 to meet our annual budget



Become a Book It For Books sponsor to help combat illiteracy in Northern Virginia



At \$4 per book, every donation gives the gift of reading and develops a child's future potential —  
**ONE BOOK AND ONE CHILD AT A TIME**

# SPONSORSHIP LEVELS

Sponsorship Benefits	Nobel Prize \$4,000	Pulitzer Prize \$2,000	Bestseller \$1,000	Hardback \$750	Paperback \$500	Storybook \$300	Bookmark \$100
Publicity on all RIF of NOVA platforms for one academic year	●						
Space for company-provided banner at the run	●	●					
Logo placement on PR Races listing and 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 space for marketing materials at registration area	●	●	●	●			
Company logo or name displayed on race t-shirt	●	●	●	●	●	● Name only	
Acknowledgment on RIF of NOVA social media	●	●	●	●	●	●	●
Recognition from race announcer	●	●	●	●	●	●	●
Company logo or name placement on event publications, signage, advertising, and on the RIF of NOVA website	●	●	●	●	●	● Name only	● Name only

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

Donations accepted at <https://donorbox.org/donate-to-rif-of-nova>

# SPONSORSHIP CONFIRMATION FORM

Please complete the following form and payment by September 15, 2023 if you would like to be included as an event sponsor on race day t-shirts and other promotional materials.

## Company Sponsor Information\*

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

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

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

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

\*Please email your company's high-resolution logo to [bookitforbooks2023@gmail.com](mailto:bookitforbooks2023@gmail.com).

## Individual Sponsor Information

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

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

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

Your RIF of NOVA Connection: \_\_\_\_\_

### Select Sponsorship Level

Nobel Prize for Literature - \$4,000

Paperback - \$500

Pulitzer Prize - \$2,000

Storybook - \$300

Bestseller - \$1,000

Bookmark - \$100

Hardback - \$750

Monetary Donation

\$ \_\_\_\_\_

Please make checks payable to RIF of NOVA and mail to:  
Sheryl Leeds, RIF of NOVA 5K Run Treasurer | 2408 Gretter Place | Alexandria, VA 22311

Electronic payments may be made at:  
<http://www.rifnova.org/online-sponsordonor-sign-up.html>

Questions? Please call Lisa Keathley at (202) 498-4112 or email [bookitforbooks2023@gmail.com](mailto:bookitforbooks2023@gmail.com).

(EIN) 51-0155758

THANK YOU FOR CHANGING  
CHILDREN'S LIVES WITH BOOKS!

[www.rifnova.org](http://www.rifnova.org)  
[facebook.com/rifnova](https://facebook.com/rifnova)



OCTOBER 28, 2023 / BLUEMONT PARK

