

2023 – 2024



Event Sponsorship

Opportunities



RUN FOR READING RUN FOR READING RUN FOR READING RUN FOR READING

Join Children’s Literacy Initiative (CLI) to raise funds that will support programs that educate and empower educators to deliver the high-quality literacy instruction and support that Black and Latinx children deserve.



THE EVENT

As CLI enters its 35th year in literacy impact, we are excited to launch our new annual fundraising event, *Run 4 Reading*, a 5K walk/run. *Run 4 Reading* will take place in person and virtually on **Saturday, April 13, 2024**. The live portion of this hybrid event will be held at FDR Park in Philadelphia, PA.

Run 4 Reading replaces Raise a Glass for Reading, which was CLI’s signature fundraising event between 2017 and 2022. We have decided to make this shift to more deeply and meaningfully engage our partner communities and we look forward to reaching an even greater number of literacy advocates and supporters with this new event.

THE AUDIENCE

CLI has a community of over 57,000 supporters, between our email list and social media following. We anticipate up to 200 participants at the local event and another 200 virtual participants.

THE OPPORTUNITY

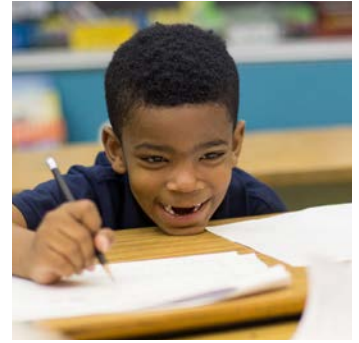
Run for Reading presents the opportunity to showcase your commitment to children’s literacy, early childhood education, and social justice.

THE YEAR WE LEARNED TO FLY

(1 available)

\$100,000

- Title sponsor
- Complimentary race entry for participating employees (up to 40)
- Logo placement on run-day bibs
- Prominent logo and name placement on all Run 4 Reading publicity
- Prominent logo and name placement on all collateral
- Logo placement and link on the CLI website
- Logo recognition on digital invitation if committed by January 5, 2024, with at least two dedicated e-blasts to Run 4 Reading invitees and attendees
- Complimentary 10 x 20 booth space in the Race Village
- Logo recognition in all ads on CLI's website and social media leading up to the event
- Recognition in CLI's Winter 2023 and Spring 2024 e-newsletter, and listing in CLI's 2024 Impact Report
- Two dedicated social media posts leading up to the event with a quote about why you support CLI
- Opportunity to provide inserts or samples for the race day bag
- Personalized sponsor page on CLI's website for the months of February and April
- A pre-event packet with a special CLI gift



GOING PLACES

(2 available)

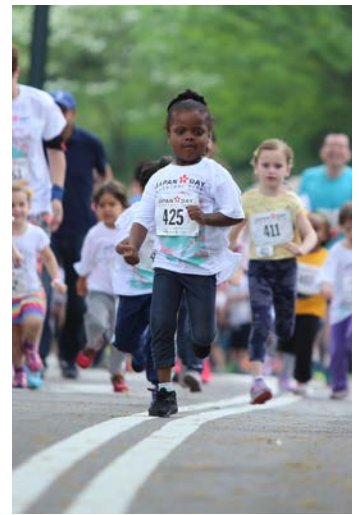
\$75,000

- Complimentary race entry for participating employees (up to 30)
- Prominent logo/placement on all Run 4 Reading publicity
- Logo placement and link on the CLI website
- Logo recognition on digital invitation if committed by January 5, 2024, with at least one dedicated e-blast to Run 4 Reading invitees and attendees
- Complimentary 10 x 20 booth space in the Race Village
- Logo recognition in all ads on CLI's website and social media leading up to the event
- Recognition in CLI's Winter 2023 and Spring 2024 e-newsletter, and listing in CLI's 2024 Impact Report
- One dedicated social media post leading up to the event with a quote about why you support CLI
- Opportunity to provide inserts or samples for the race day bag
- A pre-event packet with a special CLI gift

WONDER WALKERS

\$50,000

- Complimentary race entry for participating employees (up to 20)
- Prominent logo and name placement on all Run 4 Reading publicity
- Complimentary 10 x 20 booth space in the Race Village
- Logo placement and link on the CLI website
- Logo recognition on digital invitation if committed by January 5, 2024
- Logo recognition in all ads on CLI's website and social media leading up to the event
- Recognition in CLI's Winter 2023 and Spring 2024 e-newsletters, and listing in CLI's 2024 Impact Report
- Opportunity to provide inserts or samples for the race day bag
- A pre-event packet with a special CLI gift



THE DAY YOU BEGIN

\$25,000

- Complimentary race entry for participating employees (up to 10)
- Prominent logo/name placement on all Run 4 Reading publicity
- Complimentary 10 x 20 booth space in the Race Village
- Logo recognition on digital invitation if confirmed by January 5, 2024
- Logo recognition in all ads on CLI's website and social media leading up to the event
- Logo placement at the finish line on race day
- Logo placement and link on the CLI website
- Recognition in CLI's Winter 2023 and Spring 2024 e-newsletter, and listing in CLI's 2024 Impact Report
- Opportunity to provide inserts or samples for the race day bag
- Pre-event packet with a special CLI gift



MANIAC MAGEE

\$15,000

- Prominent logo/name placement on all Run 4 Reading publicity
- Complimentary 10 x 10 booth space in the Race Village
- Logo placement and link on the CLI website
- Logo recognition in all ads on CLI's website and social media leading up to the event
- Recognition in CLI's Winter 2023 and Spring 2024 e-newsletter, and listing in CLI's 2024 Impact Report
- Opportunity to provide inserts or samples for the race day bag
- Pre-event packet with special CLI gift

IN-KIND DONATION SUPPORTER

Provide the event with products, prizes, or services valued at \$250 or greater that are usable at the event in exchange for support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy gels or bars
- Refueling food (fruit, veggies, bagels, etc.)
- Specialty finish line treats (ice cream, cupcakes, pizza, egg rolls, etc.)
- Race day meals for volunteers and staff
- Photography/videography services
- Medical first-aid volunteer personnel
- Raffle merchandise and goodies for volunteer training
- Prize merchandise, services, and goodies for top finishers

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Opportunity to provide inserts or samples for the race day bag
- Logo/link on website, emails, and social media channels

**Supporters may opt out of being listed or choose to be listed as anonymous*



MARATHON MOUSE

\$10,000

- Prominent logo/name placement on all Run 4 Reading publicity
- Logo placement and link on CLI website
- Complimentary 10 x 10 booth space in the Race Village
- Logo recognition in all ads on CLI's website and social media leading up to the event
- Opportunity to provide inserts or samples for the race day bag
- Recognition in CLI's Winter 2023 and Spring 2024 e-newsletter, and listing in CLI's 2024 Impact Report

THE GINGERBREAD MAN

\$5,000

- Name placement and link on the CLI website
- Name recognition in all ads on CLI's website and social media leading up to the event
- Opportunity to provide inserts or samples for the race day bag
- Recognition in CLI's Winter 2023 and Spring 2024 e-newsletters, and listing in CLI's 2024 annual report

WATER STATION

(1 available)

\$2,500

- Name recognition in all ads on CLI's website and social media leading up to the event
- Opportunity to provide inserts or samples for the race day bag
- Option to have your staff volunteer by distributing water to race participants
- Listing in CLI's 2024 annual report

MILE MARKER SUPPORTER

(3 available)

\$1,500

- Logo placed at one of the course mile markers
- Name recognition in all ads on CLI's website and social media leading up to the event
- Opportunity to provide inserts or samples for the race day bag
- Listing in CLI's 2024 annual report

AMBASSADOR

\$500 – \$1,000

- Recognition on CLI's website leading up to the event
- Listing in CLI's 2024 annual report