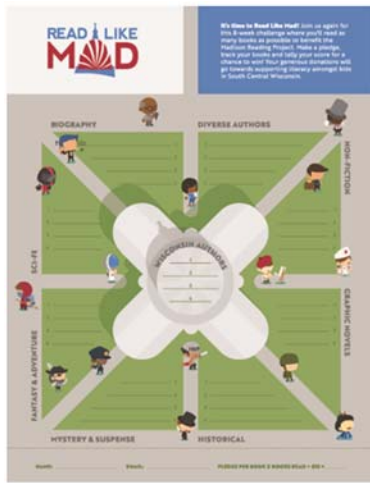




September 23, 2018 – November 17, 2018

2018 Sponsorship Packet

2018 Read Like Mad

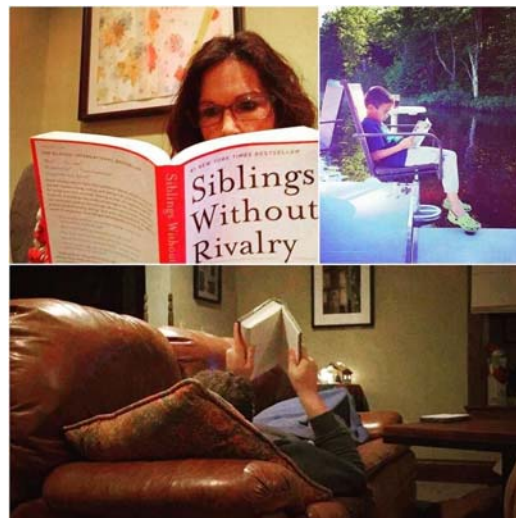


In 2016, Madison Reading Project (MRP) launched Read Like Mad, an eight (8) week community reading game. To play the game, players pay a \$10 registration fee and pledge a specific dollar amount for every book they will read during the game. Registered players are eligible for weekly prizes and one of our grand prizes.

Each week players are also able to earn extra entries for the weekly prizes by participating in our social media contests.

Our award-winning game board designed by Pop-Dot Marketing.

Thanks to our sponsors and players, the 2017 Read Like Mad game raised \$8,000! Funds raised through the game will go directly back into our literacy programs and enable us to purchase new books for children in our partnering programs.



December 4, 2018, we will wrap up the game and our year with our annual Thankful event. Hosted by Bella Domicile, Thankful is a night of celebration of our partners, volunteers, donors, supporters, and literacy champions. It is also an opportunity to meet the Read Like Mad winners and players, participants from our READ(y) to Wear fashion show, MRP staff, volunteers, donors, teachers, and social workers.

With your sponsorship, you will have a direct impact on increasing literacy in our local communities, as well as providing the opportunity for children to participate in the game.* For highlights from our previous games, please visit the Read Like Mad Facebook, Instagram and Twitter accounts.

**Specific sponsorship levels include the registration fee and a bookstore gift card for children in one of the Madison Reading Project's partnering programs.*

2018 Read Like Mad

Previous Read Like Mad Sponsors

Alphagraphics Middleton
Bare Knuckle Arts
Chocolate Shoppe Ice Cream
Gigi's Cupcakes
GrandStay Hotel & Suites – Mount Horeb, WI
Hallman Lindsay Paints
Ian's Pizza
Inner Fire Yoga
Just Coffee
Liliana's
Little Creek Pres
Monroe Street Framing
Mystery to Me
Olbrich Botanical Gardens
Pop-Dot Marketing
Prairie Athletic Club

Prosthodontics of Madison (Dr. Kendra Schaefer)
Schuster's Playtime Farm
Strategic Brand Marketing
Sunseed Research LLC
The Gialamas Company, Inc.
Thompson Investment Management Inc.
Vike-Steinich Family Chiropractic
Vitense Golfland
Wanda Roche & Associates (Stark Company Realtors)
Webcrafters Inc.
Willy Street Co-Op
Wisconsin Literacy, Inc.
Wisconsin State Journal
Yola's Café



2018 Read Like Mad

Our Story

As a mother of two children I know how important reading is for kids and adults and how it can also be a struggle. For many kids in our area that isn't a choice. Over two thirds of children living in poverty do not have books at home. I was alarmed by this statistic and in 2013 I founded Madison Reading Project to address the low literacy rates among underserved children.

Madison Reading Project, a 501(c)(3) nonprofit organization, provides underserved children in south central Wisconsin with quality books and programming. To boost literacy rates and increase book ownership, our nonprofit provides programming at our partner locations and diverse book selections for children to select themselves. We partner with 65 partners from schools, after-school programs, social workers, and early head start programs to reach children ages from birth -12 years old.

Join us to give and inspire a gift of reading and book ownership. The following pages detail our Read Like Mad sponsorship opportunities.

Thank You,

Rowan Childs, Founder & Executive Director



The early days of MRP.

*For a list of our partnering agencies please visit our website, www.madisonreadingproject.com.

2018 Read Like Mad

Sponsorship Opportunities

Sponsorships are **confirmed** upon completion of sponsorship form (<http://bit.ly/rmlsponsor18>) and receipt of payment. Payment are due in full within 14 business days of receipt of completed sponsorship form.

Sponsorship which includes logo and/or name recognition in printed materials, sponsorship must be paid in full. Logos must be received **before 5 p.m., July 1, 2018**.

Community Readers Platinum Level Sponsor: \$2,250 (1 Available)

- This sponsorship will also cover the \$10 registration fee, a \$20 bookstore gift card, and transportation to bookstore for 15 children* to participate in the game and purchase books for the game.
- Logo and name recognition on all Read Like Mad marketing materials – t-shirt, press release, social media, weekly email to participants and the MRP website and newsletter.
- Name recognition in the Read Like Mad Wisconsin State Journal “teaser” advertisement.
- Premiere logo location included in the Read Like Mad Wisconsin State Journal advertisement.
- Social Media**: In addition to any “group sponsor” posts, four (4) individualized social media mentions, and via the cover photo on both Read Like Mad and MRP Facebook pages and Twitter pages for the duration of the game.
- Recognition of sponsorship enabling others to participate in the game.
- A “Sponsor of the Week” spotlight in the first weekly email to participants. Spotlight includes brief description of the company and a link to the company website. Company will provide the copy.
- Logo on MRP / Read Like Mad bookmarks. Sponsor will receive bookmarks to distribute.
- Twenty (20) game boards at your office for participants to pick up.
- One (1) Read Like Mad poster to display at your office.
- One (1) Read Like Mad t-shirt
- Thankful Event
 - Four (4) entries to the event
 - Logo and name recognition on all Thankful marketing materials – press release, social media, company advertisement in the event program, MRP newsletter, and the MRP website.
 - Verbal recognition at the event.

**Children are participants in one of the Madison Reading Project’s partnering programs.*

****If sponsor has provided their social media information, sponsor will be “tagged” in the post.
For Madison Reading Project Social Reach:**

Online sponsorship form: <http://bit.ly/rmlsponsor18>



2018 Read Like Mad

Sponsorship which includes logo and/or name recognition in printed materials, sponsorship must be paid in full. Logos must be received *before 5 p.m., July 1, 2018*.

Read Like Mad t-shirts are available for \$25/each.

Community Readers Gold Level Sponsor: \$1,000 (5 Available)

- Logo (name recognition when applicable) on all Read Like Mad marketing materials – t-shirt, press release, social media, weekly email to participants and the MRP website and newsletter.
- A “Sponsor of the Week” spotlight in one of the weekly emails to participants. Spotlight includes brief description of the company and link to the company website. Company will provide the copy.
- Social Media**: In addition to any “group sponsor” post, three (3) individualized social media mentions. One of the three mentions will be a “pinned post” on both Read Like Mad and MRP Facebook pages and Twitter pages. Pinned post will be for two (2) days.
- Logo on MRP / Read Like Mad bookmarks. Sponsor will receive bookmarks to distribute.
- One (1) Read Like Mad poster to display and twenty (20) game boards at your office for participants to pick up.
- One (1) Read Like Mad t-shirt
- Thankful Event
 - Two (2) entries to the event.
 - Logo and name recognition on all Thankful marketing materials and verbal recognition at the event.

Community Readers Silver Level Sponsor: \$650 (10 Available)

- Logo (name recognition when applicable) on Read Like Mad marketing materials – social media, weekly emails to participants and the MRP website and newsletter.
- A “Sponsor of the Week” spotlight in one of the weekly emails to participants. Spotlight includes brief description of the company and link to the company website. Company will provide the copy.
- Social Media**: In addition to any “group sponsor” post, two (2) individualized social media mention.
- Logo on MRP / Read Like Mad bookmarks. Sponsor will receive bookmarks to distribute.
- Twenty (20) game boards at your office for participants to pick up.
- Thankful Event
 - Two (2) entries to the event.
 - Name recognition on all Thankful marketing materials.

*If sponsor has provided their social media information, sponsor will be “tagged” in the post.

Online sponsorship form: <http://bit.ly/rlmsponsor18>

2018 Read Like Mad

Sponsorship which includes logo and/or name recognition in printed materials, sponsorship must be paid in full.

Logos must be received *before 5 p.m., July 1, 2018.*

Read Like Mad t-shirts are available for \$25/each.

Community Readers Bronze Level Sponsor: \$250 – \$500 (10 Available)

- Name recognition on Read Like Mad marketing materials – social media, weekly email to participants and the MRP website and newsletter.
- Social Media*: In addition to any “group sponsor” post, one (1) individualized social media mention.
- Twenty (20) game boards at your office for participants to pick up.
- MRP/Read Like Mad bookmarks to distribute.
- Thankful Event
 - Two (2) entries to the event.
 - Name recognition on Thankful related marketing.

Community Readers Grand Prize Sponsor: \$100 – \$200 in product(s) / service(s) (2 Available: 1 must be for a child 1 must be for an adult)

- Sponsor commits to donating a product(s) and / or service(s) valued at \$100 – \$200 in value for Read Like Mad grand prize child winners or adult winner.
- Name recognition in Read Like Mad marketing materials – weekly email to participants and the MRP website.
- Social Media*: In addition to any “group sponsor” post, one (1) individualized social media mention.
- Twenty (20) game boards at your office for participants to pick up.
- Thankful Event
 - One (1) entry to the event.
 - Name recognition on Thankful related marketing.

* If sponsor has provided their social media information, sponsor will be “tagged” in the post.

Online sponsorship form: <http://bit.ly/rlmsponsor18>

2018 Read Like Mad

Sponsorship which includes logo and/or name recognition in printed materials, sponsorship must be paid in full.

Logos must be received *before 5 p.m., July 1, 2018.*

Read Like Mad t-shirts are available for \$25/each.

Community Readers Weekly Prize Sponsor: \$50 – \$99 in product(s) / service(s) (8 Available)

- Sponsor commits to donating a product(s) and / or service valued at \$50 – \$99 for Read Like Mad weekly prize winners.
- Name recognition in Read Like Mad marketing materials – weekly email to participants and the MRP website.
- Social Media*: In addition to any “group sponsor” post, one (1) individualized social media mention.
- Twenty (20) game boards at your office for participants to pick up.
- Thankful Event
 - One (1) entry to the event.
 - Name recognition on Thankful related marketing

Friend of Community Readers Sponsor: \$25 – \$49 financial donation (unlimited)

- Name recognition in Read Like Mad weekly emails.
- Social Media*: One (1) individualized social media mention.

* If sponsor has provided their social media information, sponsor will be “tagged” in the post.

Online sponsorship form: <http://bit.ly/rlmsponsor18>