



# 25<sup>TH</sup> ANNIVERSARY EVENT

## SPONSORSHIP OPPORTUNITIES

April 23, 2026 - 6 to 8:30pm - Yale School of Management

## Step Up For Literacy as an Event Sponsor!

Show your commitment to literacy and the New Haven community by joining us as an event sponsor! Our 25th anniversary event will welcome over 200 supporters and we'll be engaging our large network of community members, donors, & partners all year long.

## Why Become a Sponsor?

- Direct access to our dedicated network of >10,000 supporters
- Comprehensive brand promotion through various channels
- Exclusive audience engagement to donors and partners
- Strong digital presence: Website avg. 1,750 monthly visitors; Email 6,250 subscribers with a >50% open rate; Facebook 4,100+ followers; Instagram 2,500+ followers



## Sponsorship Packages

Benefits:	Champion \$10,000	Hero \$5,000	Partner \$2,500	Supporter \$1,500	Advocate \$750
Yearlong Recognition					
Event Shout Out					
Name & Logo in Event Video					
Logo & Bio on Thank You					
Centerpiece Branding					
Logo on Event Banner					
Email/Webpage Marketing					
Full/Half/Quarter Page Ad	Full	Full	Half	Quarter	Quarter
Social Media Posts	3	3	2	1	1
Free Tickets	10	10	6	2	2



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### Literacy Champion \$10,000

- Exclusive Presenting Sponsorship of the 25<sup>th</sup> Anniversary and Yearlong Recognition
- Shout out during the 25<sup>th</sup> Anniversary Event
- Name & Logo highlighted in Event Video
- Color Back Full Page Advertisement: “Presented by \_\_\_” in print and digital Event Booklet
- Sponsor Branding in Centerpiece at Event
- Take-Home Ad Materials given to all attendees
- Logo and bio on Event “Thank You” Page
- Sponsor name, logo, and links on NHR Webpage, Event Emails, and 2026-27 NHR newsletter emails
- 10 Free Event Tickets
- 3 Dedicated Social Media Posts per channel leading up to the Event
- Logo on Event Banner

### Literacy Hero \$5,000

- Presence in all event marketing
- Shout out during the 25<sup>th</sup> Anniversary Event
- Name & Logo highlighted in Event Video
- Full Page Advertisement in Event Booklet
- Sponsor Branding in Centerpiece at Event
- Take-Home Ad Materials given to all attendees
- Logo and bio on Event “Thank You” Page
- Name, logo, and links on NHR Webpage and Event Emails leading up to the Event
- 10 Free Event Tickets
- 3 Social Media Posts per channel leading up to Event
- Logo on Event Banner

### Literacy Partner \$2,500

- Name & Logo in Event Video
- Full Page Advertisement in Event Booklet
- Sponsor Branding in Centerpiece at Event
- Take-Home Ad Materials given to all attendees
- Logo and bio on Event “Thank You” Page
- Name, logo, and links on NHR Webpage and Event Emails leading up to the Event
- 6 Free Event Tickets
- 2 Social Media Posts per channel leading up to Event
- Logo on Event Banner

### Literacy Supporter \$1,500

- Half Page Advertisement in Event Booklet
- Sponsor Branding in Centerpiece at Event
- Take-Home Ad Materials for attendees
- Logo and bio on attendees’ Thank You
- Organization marketing on NHR Webpage and Emails
- 2 Free Event Tickets
- 1 Social Media Posts per channel leading up to Event
- Logo on Event Banner

### Literacy Advocate \$750

- Name, logo, and links on NHR Webpage and Event Emails leading up to the Event
- 2 Free Event Tickets
- 1 Social Media Post per channel leading up to Event
- Logo on Event Banner



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## SPONSORSHIP FORM

### Event Details

Thursday, April 23, 2026 - 6 to 8:30pm  
Yale School of Management  
165 Whitney Avenue, New Haven

### Sponsorship Selection

We are excited to sponsor New Haven Reads' 25<sup>th</sup> Anniversary at this level:

- ☐ Literacy Champion: \$10,000
- ☐ Literacy Hero: \$5,000
- ☐ Literacy Partner: \$2,500
- ☐ Literacy Supporter: \$1,500
- ☐ Literacy Advocate: \$750

Company (if applicable): \_\_\_\_\_

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

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

City, State, Zip: \_\_\_\_\_

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

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

By what name would you like to be recognized? \_\_\_\_\_

For questions, please contact Christine Manuck at [cmanuck@newhavenreads.org](mailto:cmanuck@newhavenreads.org).  
**Please email your company logo, bio, and program ad to Christine by April 10<sup>th</sup>**

*Our impact starts with you*  
**THANK YOU FOR YOUR SUPPORT!**