

**books  
for  
kids**



# Heroes of Education

**VIRTUAL EVENT** APRIL 13, 2021



COVID-19 has changed everything about how our nation's youngest children are reading and learning this year. What hasn't changed is our commitment to ensuring that preschool-aged children aren't left behind and that they have a positive and healthy foundation for literacy.

## **Books for Kids will be holding the inaugural Heroes of Education Event on April 13, 2021.**

This virtual event will honor and recognize teachers who have continued to educate and inspire despite the challenges of the COVID pandemic.

- Before COVID, over 10.5 million children were living in poverty nationwide without access to the same reading and learning opportunities as their wealthier peers. The challenges of COVID, including increased economic instability and decreased access to schools and libraries, have only exacerbated this inequality.
- About 85% of the brain's core structure is formed by age three yet the majority of investments in education don't begin until age five. This lack of investment is seen most dramatically among children from low-income communities, and it has disproportionately affected children of color.
- Half of children from low-income communities start first grade up to two years behind their peers, and it becomes difficult for them to catch up. Children who aren't reading at grade level by third grade are four times less likely to finish high school which puts them at increased risk for future poverty and housing instability.

Books for Kids was founded in 1986 to promote literacy among preschool-aged children in under-resourced communities. Now with 50 libraries nationwide located within preschools, community centers, and family justice centers, our libraries expand access to books and vital early literacy resources to communities that need additional support. In 2020, Books for Kids expanded to partner with the New York City Department of Homeless Services to build libraries in family homeless shelters.

We recognize that children who don't have adequate access to books must surmount enormous disadvantages when entering school. Our mission is to build libraries and implement literacy programs to help children develop the critical early literacy and social-emotional skills they need to be successful in kindergarten and beyond.

# SPONSORSHIP LEVELS AND BENEFITS

Your support as a sponsor of our event honoring heroes in education will help Books for Kids continue their vital work building literacy foundations for young students across the country.

We are dedicated to creating a country where every child is surrounded by books and has access to the high-quality educational opportunities they deserve.

## Title \$50,000

- Name/Logo in digital event journal
- Name/Logo on event website
- 2-Page Spread in Digital Event Journal
- 100 books donated
- Shout out on our social platforms (Facebook, Instagram, Twitter)
- Thanked by name in pre-recorded event program
- Virtual Signage: Name/Logo featured in pre-recorded event program
- Name/Logo on front page of digital event journal
- Pre-recorded sponsor message during pre-recorded event program
- Name/Logo on digital invitation if secured by the end of January
- Name/Logo on award given to Teacher Appreciation Honorees

## Wordsmith \$25,000

- Name/Logo in digital event journal
- Name/Logo on event website
- Full Page Ad in Digital Event Journal
- 50 books donated
- Shout out on our social platforms (Facebook, Instagram, Twitter)
- Thanked by name in pre-recorded event program
- Virtual Signage: Name/Logo featured in pre-recorded event program
- Name/Logo on front page of digital event journal
- Pre-recorded sponsor message during pre-recorded event program

## Librarian \$10,000

- Name/Logo in digital event journal
- Name/Logo on event website
- Full Page Ad in Digital Event Journal
- 40 books donated
- Shout out on our social platforms (Facebook, Instagram, Twitter)
- Thanked by name in pre-recorded event program
- Virtual Signage: Name/Logo featured in pre-recorded event program

## Bibliophile \$5,000

- Name/Logo in digital event journal
- Name/Logo on event website
- 1/2 Page Ad in Digital Event Journal
- 20 books donated
- Shout out on our social platforms (Facebook, Instagram, Twitter)
- Thanked by name in pre-recorded event program

## Bookworm \$2,500

- Name/Logo in digital event journal
- Name/Logo on event website
- 1/2 Page Ad in Digital Event Journal
- 10 books donated
- Shout out on our social platforms (Facebook, Instagram, Twitter)

## Reader \$1,000

- Name/Logo in digital event journal
- Name/Logo on event website
- 1/2 Page Ad in Digital Event Journal
- 5 books donated