



# Sponsorship Packages

Annual Sponsor Package Benefits			
Sponsorship level	Class-level \$600	Grade-level \$2,500	School-level \$12,500
Sponsor ribbon on website	✓	✓	✓
Social media announcement/sponsor album	✓	✓	✓
Event slideshow	Logo display	Logo display	Custom shout-out
"Thank you sponsors" blog post	✓	✓	✓
Free tickets to all BFK events	1	2	4
Sponsor profile		✓	✓
E-newsletter announcement		✓	✓
Holiday mailer		✓	✓
Custom campaign			✓
Website banner rotation			✓
Tote bags & insert			✓
Press Release			✓

Sponsor profile: Receive a special shout-out on the BFK blog.  
 Custom campaign: A Twitter and Facebook customized shout-out.  
 Tote bags & Insert: Your organization's logo printed on book tote bags given to students at the school and your informational or sample materials inserted in tote bags.

Event* Sponsor Package Benefits			
Sponsorship level	Bronze-level \$250	Silver-level \$500	Gold-level \$1,000
Sponsor display sign	✓	✓	✓
Event webpage	✓	✓	✓
Social media announcement	✓	✓	✓
Sponsor table	✓	✓	✓
Event slideshow	General recognition	Solo slide	Customized shout-out
Free tickets		1	2
Logo on bookmark		✓	✓
Press release		✓	✓
Billboard			✓

\*Thinking of sponsoring the BFK Book Sale? Your sponsorship acts as a matching donation. During the sale, we'll tell patrons that their donations will be matched by your donation during a given period. More than 800 patrons shopped our sale in 2016 – they loved knowing their donations were doubled by sponsors like you!  
 Sponsor display sign: Company's logo displayed on BFK's sponsor thank-you board during the event.  
 Social media announcement: A Facebook and Twitter announcement recognizing your organization.  
 Event webpage: Recognition for your organization on the webpage and Facebook page for this event.  
 Sponsor table: Organization information or product sample placement on the sponsor table.  
 Billboard: Based on availability of donated Fairway Outdoor Advertising billboard space.



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Twitter & Instagram @BFK\_Athens

Imagine summer without a book to read.

For many children, it's not so hard to picture. **It's a reality.**

## Summer Slide

Kid who don't read in summer can drop two to four months behind their classmates in reading comprehension. By sixth grade, these children lag up to three years behind their peers - a nearly insurmountable gap.

Summer slide affects children from low-income families at significantly disproportionate rates, often due to simple lack of access to books outside of school.

## How do we help?

With our signature program, *Stop Summer Slide!*

At the end of each school year, Books for Keeps invites **6,000** children (and growing!) to pick out **12** books each to take home - for keeps! Since 2009, Books for Keeps has provided **260,000** books to K-5 grade students.

In 2017, Books for Keeps will serve 15 elementary schools in Athens, Atlanta, Elberton, and Warrenton, GA.

**And we're growing!**

## How can you help?

### Become a sponsor!

Our sponsorship program is designed to distinctly identify your organization as a supporter of education in your community. We will work with you to ensure that your organization is recognized as a leader in the fight to give Georgia's children access to books, no matter their economic status.

Each book makes a difference in the life of a child, and every dollar helps us reach more children. We hope you will consider supporting Books for Keeps' mission by committing to a sponsorship package.



*Books for Keeps is a 501(c)(3) nonprofit registered according to the Internal Revenue Service Code.  
All donations are tax-deductible.*