

Join us in creating a world where every child is read to every day.

- Reach Out and Read is the only organization working directly with pediatric medical providers to share the lifelong benefits that result from families reading aloud to their children every day.
- We work to ensure that every child has access to children's books and that their parents are supported in their role as their child's first and most important teacher.
- By reaching children during the critical early years, we can combat the effects of inequality, so that family income, race, and geography are no longer predictors of kindergarten readiness, school, and life success.

Why Reach Out and Read?

No other early literacy program has our impact, scale, reach and evidence base.

IMPACT

We serve 4.8 million children across the country and give out 7.4 million new, developmentally, linguistically, and culturally appropriate books annually.

REACH

We are a national network of more than 34,000 pediatric medical providers at 6,400 clinical locations in all 50 states.

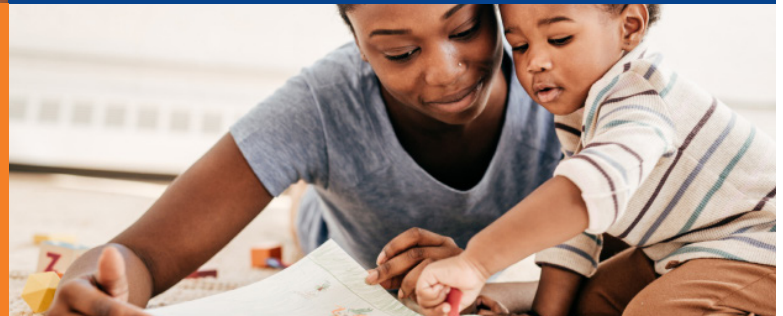


UNIVERSAL SCALE

Our model has the potential to reach 91% of all children in the United States through well-child visits, beginning at birth

RESULTS:

Our program is evidence-based, supported by the American Academy of Pediatrics and over 15 independent, published research studies showing that the children we serve are read to more often, have improved language skills, have more books in the home, and have a greater love of reading.



Sponsorship Opportunities

BEST SELLER \$250,000

- Co-branded materials for selected programs
- 200 co-branded posters to be displayed in selected programs
- 12,500 co-branded Milestones of Early Literacy Development, Reading Tips and bookmarks to be distributed at selected programs
- Company logo on Reach Out and Read National Website - Homepage footer - for 12 months
- Promotion in monthly Reach Out and Read Leadership Bulletin
- Promotion on Reach Out and Read National Social Media Platforms (Facebook, Twitter, Instagram, LinkedIn)
- Promotion in monthly Reach Out and Read National E-Newsletter
- Use of Reach Out and Read National Partner Logo
- Employee and customer engagement opportunities
- Sponsorship recognition at Reach Out and Read Virtual National Leadership Conference, May 2021
- Sponsorship recognition in Annual Report
- Partnership recognition at a local program (available during post-COVID-19 environment)
 - Opportunity for company representative to read to a small group of young children, hand out books, meet the providers and tour the program
 - Press release of partnership and possible photo opportunity from local press at event

READER'S CHOICE \$100,000

- 5,000 co-branded Milestones of Early Literacy Development, Reading Tips and bookmarks to be distributed at selected programs
- Company logo on Reach Out and Read National Website - Partner's page - for 12 months
- Sponsorship recognition in Annual Report
- Promotion on Reach Out and Read National Social Media Platforms (Facebook, Twitter, Instagram, LinkedIn)
- Promotion in monthly Reach Out and Read E-Newsletter
- Use of Reach Out and Read National Partner Logo
- Employee and customer engagement opportunities

EDITOR'S CHOICE \$50,000

- 2,500 co-branded bookmarks to be distributed at selected programs
- Company logo on Reach Out and Read National Website - Partner's page - for 12 months
- Sponsorship recognition in Annual Report
- Use of Reach Out and Read National Partner Logo
- Employee and customer engagement opportunities

“Allen’s parents said that although they cannot read themselves, they tell him stories while showing him the books he receives from Reach Out and Read. They shared that neither of them ever owned a book, but now their son owns several. They are both grateful that their child will have the power of literacy and the privilege of owning books.”

Dr. Eileen Costello, Boston, MA

