



BOOKSPRING FEST

a read aloud celebration

Saturday, May 4, 2024
12pm - 6pm



ABOUT BOOKSPRING

BookSpring is the leading Central Texas based organization focusing on building literacy skills and the motivation to read through increasing home libraries and read-aloud activities for children. With over 45 years of experience, BookSpring has taken the best practices of our founding programs and adapted them to the unique needs of low-income families. We provide a continuum of early literacy interventions through a theory of change that supports brain development, family interaction, skill-building, and the motivation to read in children from birth through age 12.

Our Vision:
A world of families reading and succeeding together

Our programs increase awareness of the importance of reading while providing the tools to do so. To maximize impact, we partner with medical clinics, schools, and other non-profits to work through their programs with book distributions, supplemental activities, and events designed to educate, inspire, and build intrinsic motivation to read.

Our Mission:
to build early literacy in children and families through healthcare, education, and the community

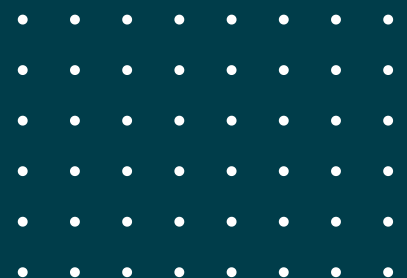
ABOUT BOOKSPRING FEST

BookSpring Fest is a free public event with help from generous sponsors. The centerpiece of the festival is our VIPs and local celebrities who will read their favorite books aloud to children and families in attendance.

Research has found that shared reading experiences are highly beneficial to young children, so BookSpring Fest not only helps children in our community but also helps build awareness around the importance of reading together.

All the while, our attendees enjoy story-themed carnival games, face painters, balloon makers, free books, prizes, snacks and refreshments.

Our sponsors will be acknowledged throughout the event to allow the public to know who made the event possible! By allowing us to host this event for free, together we are giving so many children and families the opportunity they might not have otherwise to celebrate reading.



SPONSORSHIP LEVELS

**Annual Sponsorship Levels are based on our BookSpring Values:
Excellence, Integrity, Innovation, Diversity & Inclusion, Collaboration**

Let's work together to create a custom BookSpring Sponsorship that will make your generosity shine.

Excellence Sponsor \$20,000+

- Recognition in the BookSpring annual report & website
- Recognition on BookSpring Fest event website
- Logo displayed at festival and throughout the year at BookSpring HQ with large banner
- Announcement as Official Sponsor of BookSpring Fest
- Minimum of three inclusions in marketing emails to an audience of over 18.5k individuals
- Optional concierge level volunteer event to meet social responsibility goals
- Minimum of three mentions across all social media platforms totaling over 6.3k followers
- Read aloud tent naming rights (i.e. the "Your Company Name Here" Tent)
- Inclusion in BookSpring Fest promotional materials as official sponsor
- Optional tabling tent opportunity at BookSpring Fest*

Integrity Sponsor \$15,000+

- Recognition in the BookSpring annual report & website
- Recognition on BookSpring Fest event website
- Logo displayed at festival and throughout the year at BookSpring HQ with large banner
- Minimum of three inclusions in marketing emails to an audience of over 18.5k individuals
- Invitations to community events & volunteer opportunities
- Minimum of two mentions across all social media platforms totaling over 6.3k followers
- Read aloud tent naming rights (i.e. the "Your Company Name Here" Tent)
- Inclusion in BookSpring Fest promotional materials as official sponsor
- Optional tabling tent opportunity at BookSpring Fest*

Innovation Sponsor \$10,000+

- Recognition in the BookSpring annual report & website
- Recognition on BookSpring Fest event website
- Logo displayed at festival and throughout the year at BookSpring HQ with medium banner
- Minimum of two inclusions in marketing emails to an audience of over 18.5k individuals
- Invitations to community events & volunteer opportunities
- Minimum of two mention across all social media platforms totaling over 6.3k followers
- Inclusion in BookSpring Fest promotional materials as official sponsor
- Optional tabling tent opportunity at BookSpring Fest*



Diversity & Inclusion Sponsor \$5,000+

- Recognition in the BookSpring annual report & website
- Recognition on BookSpring Fest event website
- Logo displayed at festival and throughout the year at BookSpring HQ with medium banner
- Minimum of two inclusion in marketing emails to an audience of over 18.5k individuals
- Invitations to community events & volunteer opportunities
- Minimum of one mention across all social media platforms totaling over 6.3k followers
- Inclusion in BookSpring Fest promotional materials as official sponsor

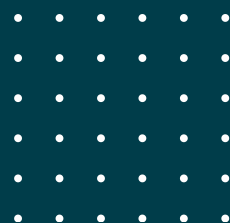
Collaboration Sponsor \$2,500+

- Recognition in the BookSpring annual report & website
- Recognition on BookSpring Fest event website
- Logo displayed at festival and throughout the year at BookSpring HQ with small banner
- Minimum of one inclusion in marketing emails to an audience of over 18.5k individuals
- Invitations to community events & volunteer opportunities
- Minimum of one mention across all social media platforms totaling over 6.3k followers
- Inclusion in BookSpring Fest promotional materials as official sponsor

Booth Sponsor \$500

- Tabling tent opportunity at BookSpring Fest*
- Recognition in the BookSpring annual report
- Recognition on BookSpring Fest event website
- Inclusion in BookSpring Fest promotional materials as official sponsor

**All booths must adhere to the booth regulations. Booths must stay operating and have an attendant at all times throughout the duration of the festival. Booths may not collect funds from attendees. Booth hosts must provide tent, table, and chairs for both. Booths must also provide activities for children or families to partake in. All activities and booths must be approved by head of BookSpring Fest*



TESTIMONIALS



"Thank you for the lovely event. We enjoyed ourselves and appreciated the opportunity to have a nice outing."

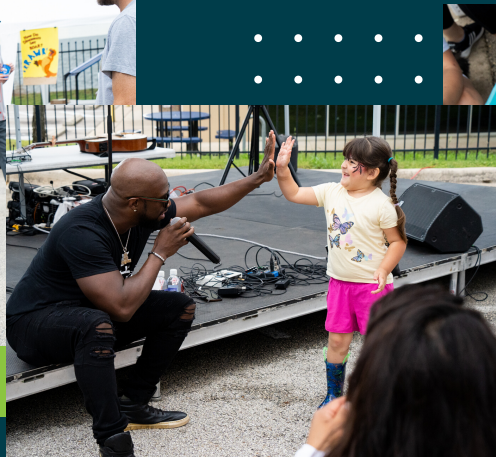
"It was a great event - my children loved the stories, games and prizes and free snacks."

"It was a great event, thanks so much for putting it on!!"

"Everything was great! We thoroughly enjoyed everything there and are so happy to have had another great option to help deepen our children's love for books. AND I GOT TO PET A BABY KANGAROO!!!!!!"

"The staff was great I took a child with autism and they were great with her it was as if they were trained to work with that group of children. All the adults were great with her it made it all worth being there and I know it made her day. Thank you for the AWESOME job you all did."

"This was so fun!! My kids loved all the games, face painter was AMAZING! Free snacks and fun story times, my girls especially loved Miss Austin reading and took a picture with her. Great info booths also! "

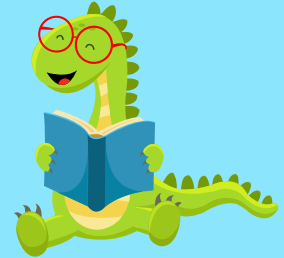


2023 BOOKSPRING FEST

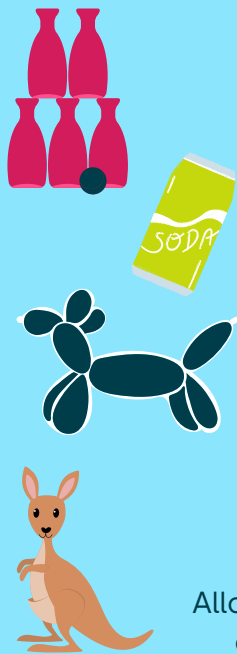
Over 600 people in attendance



Over 30
Special
Guest
Readers



Distributed
over 870
books to
children and
families in
our
community



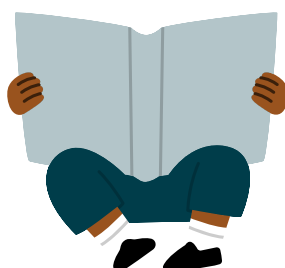
Storytimes
Carnival Games
Refreshments
Face paintings
Balloon Animals
Covid Vaccine
Petting Zoo
...ALL FREE

Allowing so many people the
opportunity to participate!

Over 50
media
shares with
an average
post reach
of 6K



Almost \$50k
raised to
support our
ongoing
programs
supporting
childhood
literacy



Average time spent at
festival: 2 hours

All survey
participants
would "highly
reccomend" this
event to others



CONTACT US

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For your records, our Federal ID Number
is 74-2542664.