



2024 UNITED WAY SPONSORSHIP OPPORTUNITY

9th Annual United Way of Treasure Valley Children's Book Drive

March 11 - 29, 2024: Community Children's Book Collection

Individuals and local organizations get involved by running book drives, talking about literacy in our community, and collecting new or very gently used children's books suitable for toddlers through teens.

April 2 - 4, 2024: Volunteer Event - Clean, Sort, & Distribute

Community volunteers come together to clean, sort, package, & deliver books to local children.

ABOUT THIS LITERACY PROJECT:

This important literacy project allows Treasure Valley community members, business leaders, faith, and civic organizations to come together, united, to promote childhood literacy and to ensure local children own their own books. This annual United Way of Treasure Valley event, in partnership with Book it Forward! Idaho, has become a cherished community tradition where efforts are focused on both new and very gently used children's book donations and volunteer power to move the literacy needle.

To date, approximately 540,000 books have been distributed to high-need children across the Treasure Valley. This tangible opportunity has been a great way to draw attention to the importance of early childhood literacy while providing a perfect opportunity for those who are eager to make a difference in the lives of local children.

YOUR REACH:

- Launch event at a Community School in the Treasure Valley including community leaders with expected press coverage and social media exposure.
- Community engagement of United Way donors, business leaders, government officials, and volunteers of all ages.
- United Way newsletter emailed to donors, volunteers, and supporters.
- Engagement with United Way followers through Facebook, Instagram, X, TikTok, and LinkedIn.

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GOLD Sponsorship: \$5,000

- On-site recognition at Community School Launch Event with community leaders, expected press coverage, and social media exposure
- Gold Level logo placement in on-site Launch Event signage
- Gold Level logo placement on event signage and website
- Your organization's name included in all event press releases
- Recognition as a Gold Level sponsor on UnitedWayTV.org and social media
- Opportunity to display two banners at the volunteer event
- Opportunity to give your branded items, coupons, or promotional materials to all volunteer event participants

SILVER Sponsorship: \$2,500

- Silver Level logo placement in on-site Launch Event signage
- Silver Level logo placement on event signage and website
- Your organization's name included in all event press releases
- Recognition as a Silver Level sponsor on UnitedWayTV.org and social media
- Opportunity to display one banner at the volunteer event
- Early-Bird registration for your employees to participate in the volunteer event

BRONZE Sponsorship: \$1,000

- Bronze Level logo placement on event signage and website
- Recognition as a Bronze Level sponsor on UnitedWayTV.org and social media
- Early-Bird registration for your employees to participate in the volunteer event

PATRON Sponsorship: \$500

- Patron Level recognition on event signage and website
- Recognition on UnitedWayTV.org and social media

