



# 10,000 books for 10,000 Kids

sponsored by PiperJaffray®

We all look forward to lazy summer days. But for kids who struggle to read, summer days should be filled with learning. That's why this spring, Page Ahead Children's Literacy Program is providing 10,000 books to 10,000 kids from low-income families in Washington. When summer ends, those kids will have a better chance of succeeding in school. And when they do, summer will be brighter for everyone. Please consider becoming a sponsor.

The campaign kick-off will occur at Page Ahead's Annual Luncheon on April 6, 2005 and will run until May 31, 2005

## Campaign Sponsorship Levels

### Clifford, \$10,000

- Receives naming rights of the campaign (e.g., "10,000 Books for 10,000 Kids sponsored by company name.")
- Sponsorship information advertised in up to twelve Seattle Times ads
- Sponsorship information and logo on over 10,000 donation envelopes to be distributed throughout Seattle bookstores
- Mention at Lottery co-sponsored Sonics sporting event (eg: "The Sonics thank "10,000 Books for 10,000 kids sponsored by the Lottery and company name")
- Sponsorship information on Lottery donation envelopes at all Lottery retail outlets.
- Mention in PSAs
- Suite for 8-10 at Page Ahead Luncheon event at the Triple Door
- Campaign kickoff signage displayed at the luncheon--(supplied by sponsor)
- Large logo on all luncheon materials, including program, table tent, poster and PowerPoint presentation.
- Corporate Marketing Materials included in campaign packet to be handed out at luncheon
- Verbal thank you at luncheon
- Tour of PA facility
- Mention in PA summer newsletter
- Link on PA website (2 weeks prior to launch and 2 weeks after campaign)

### Harry Potter, \$5,000

- Campaign kickoff signage displayed at the luncheon--(supplied by sponsor)
- Small logo on all luncheon materials, including program, table tent, poster and Powerpoint presentation.
- Corporate Marketing Materials included in campaign packet to be handed out at luncheon
- Verbal thank you at luncheon
- Tour of PA facility
- Mention in PA summer newsletter
- Link on PA website (2 weeks prior to launch and 2 weeks after campaign)

### Little Engine that Could, \$2,500

- Name on all luncheon materials, including program, table tent, poster, and Powerpoint presentation.
- Verbal thank you at luncheon
- Mention in PA summer newsletter
- Listing on PA website (2 weeks prior to launch and 2 weeks after campaign)

All donors of \$250 or more will be recognized on the Page Ahead website and in the summer newsletter.