

Marietta Reads!

Special Sponsorship Opportunities



WHAT WE ARE DOING

Marietta Reads! is a multi-faceted program that involves each Marietta City school, where we make reading a top priority. The three main goals of Marietta Reads! are to:

- Improve academic performance of Marietta City Schools' students by promoting reading and literacy skills.
- Involve the community in supporting students' efforts through personal involvement, financial support and various literacy programs.
- Encourage all Marietta residents to increase their reading, so adults serve as models for reading and literacy to our community's young people.

We ensure that schools have the necessary resources and that the curriculum and classroom activities support reading as students work their way through Accelerated Reader, a comprehensive reading program that tracks student progress.

YOUR SUPPORT IS CRITICAL

Becoming a Marietta Reads! sponsor is easy. Your tax-deductible gift will help purchase reading and related materials, provide incentives and support other activities that are vital to this initiative.

Your sponsorship funds will be used in a variety of ways, including:

- purchasing books for classrooms and media centers
- providing incentives to reward students who achieve their reading goals
- developing and implementing adult literacy programs
- offsetting costs for special events and support activities

Some of our sponsor organizations include Chic-Fil-A, Georgia-Pacific, Atlanta Hawks, Atlanta Thrashers, Marietta Power, Barnes & Noble, Pepsi, Blue Bell Creameries, Marietta Kiwanis Club, and Marietta Rotary Club.

HOW YOU CAN GET INVOLVED

There are several different sponsorship levels available for you and your organization. We welcome the opportunity to review each of these programs in greater detail.

Valedictorian - \$10,000 per year

Benefits:

- Title sponsor acknowledgement
- Corporate/organization banner display at public events
- Company/organization logo in Marietta Reads! event materials
- Company/organization logo on Marietta Reads! banner display at public events
- Company/organization logo on Marietta Reads! Web site
- Speaking Opportunity at ALL Marietta Reads! events
- Invitation to Awards Dinner
- Marietta Reads! Mascot Appearance
- Marietta Reads! Recognition Plaque
- Press Release

Salutatorian - \$5,000 per year

Benefits:

- Company/organization logo in Marietta Reads! event materials
- Company/organization logo on Marietta Reads! banner display at public events
- Company/organization logo on Marietta Reads! Web site
- Speaking Opportunity at Marietta Reads! annual kickoff
- Invitation to Awards Dinner
- Marietta Reads! Mascot Appearance

International Baccalaureate - \$2,500 per year

Benefits:

- Mention in Marietta Reads! event materials
- Company/organization logo on Marietta Reads! banner display at public events
- Company/organization logo on Marietta Reads! Web site

Advanced Placement - \$1,000 per year

Benefits:

- Mention in Marietta Reads! event materials
- Company/organization listing on Marietta Reads! Web site

Honor Roll - \$500 per year

Benefits:

- Company/organization listing on Marietta Reads! Web site

In-Kind Sponsorship Opportunities

- Printing – brochures, letterhead, posters and other materials
- Books for classrooms – purchase/provide complete set of books for grade level
- Incentives/awards – pencils, stickers, bookmarks, and other similar items that will recognize student achievement in reading

For more information about sponsorship opportunities, contact:

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THE NEED TO READ

It's hard to imagine that literacy remains a key issue for our community, and our nation, but consider these facts:

- 90 million Americans (55% of adult population) are functionally illiterate
- 44% of American adults do not read a single book in the course of a year
- The cost to taxpayers of adult illiteracy is over \$224 billion per year
- 40% of American children have difficulty reading

The single most significant factor influencing a child's early educational success and achievement is an introduction to books and being read to at home prior to beginning school. The value of strong reading skills cannot be overstated. That's why your involvement in Marietta Reads! is so important.

CREATING A BETTER MARIETTA THROUGH READING

It is no surprise that a high level of literacy directly correlates with success. That's why in 2003, Marietta City Schools initiated the Marietta Reads! program, a city-wide effort spearheaded by Honorary Chairman, Senator Johnny Isakson, to foster reading and literacy in our community.

AN INTEGRAL PART OF ALL-AMERICA CITY

The National Civic League crowned the city of Marietta one of the 10 best communities in the nation as a 2006 All-America City, the oldest and most respected community recognition award in the country. Marietta Reads!, played a significant role in Marietta's selection as an All-America City by demonstrating the city's success in increasing student test scores and book circulation. As a result, Marietta is the first Georgia city in 30 years to be designated an All-America City.



"Marietta Reads! helps students to develop an excellent background for future learning and improved academic performance, and helps adults build a better life for themselves and their families. I am proud to support and serve as Honorary Chair of Marietta Reads!"

Senator Johnny Isakson



Marietta
city schools

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www.mariettareads.org



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We All Succeed When Marietta Reads!

Marietta City Schools Literacy Initiative