bookspring

SPONSOR BOOKSPRING

By supporting BookSpring as an Annual Sponsor, you can reach tens of thousands of Texas families and supporters. Your contribution helps sustain our early literacy programs in nearly 200 schools, community centers, and medical clinics across 167 counties in Texas.Your sponsorship plan may include both cash and in-kind donations to help support BookSpring's vision of a world of families reading and succeeding together.

Annual Impact

300K books distributed

100K children served

1M views

Our Vision: A world of families reading and succeeding together.

Our Mission: To ignite a love of reading by engaging young children in under-resourced areas of Texas with no-cost, high-interest books and literacy programming that supports family-focused learning.

THE NEED

Early literacy is crucial for a child's cognitive development and academic success. Children not reading at grade level by third grade are four times more likely to drop out of high school. The state of literacy in Texas is alarming, ranking 46th out of 50 in adult literacy. Contributing factors include poverty, limited access to education, and lack of resources.

BookSpring works to improve early literacy, especially for children in poverty. We distribute print books in English and Spanish to families in 231 counties, provide a weekly e-newsletter for parents, and offer a free mobile app with over 400 children's books and read-aloud videos.

Our programs increase kindergarten readiness, with a 16% boost in oral language proficiency. We aim to serve over 150,000 children and achieve 1.2 million views of our digital content annually by 2030. Each child needs $30 per year, or $150 for five years, in sponsored funding.

BookSpring needs your support to continue these efforts. Your contribution will ensure children in need have access to vital reading resources, paving the way for their academic success and brighter futures.

46%

Ranking of Texas in adult literacy

25%

Percent of Texas parents that read aloud once a day to their children*

75%

Percent of BookSpring parents & caregivers that read aloud once a day to their children

60%

Percent of BookSpring families that have 20 or more children's books at home

80%

Open rate of the BookSpring weekly e-newsletter

*Source: 2019-2021 National Survey of Children's Health (NSCH) Public-Use Data

SPONSORSHIP BENEFITS

Let's work together to make your generosity shine!

	Cornerstone Sponsor $20,000+	Visionary Sponsor $15,000	Leader Sponsor $10,000	Builder Sponsor $5,000
Recognition in Annual Report	✓	✓	✓	✓
Logo on BookSpring Website	✓	✓	✓	✓
Invitations to Volunteer Opportunities	✓	✓	✓	✓
Inclusion in Special Event Promo Materials	✓	✓	✓	✓
Large Banner at BookSpring HQ	✓	✓	✓	
# of Social Media Shoutouts	3	2	1	1
# of Inclusions in Monthly Newsletter	3	2	2	1
Verbal Mentions at Special Events	✓	✓	✓	
Verbal Recognition at Special Events	✓	✓		
Underwrite a book distribution at a school, clinic, or childcare center	✓	✓	✓	✓

Payment Options

ONLINE www.bookspring.org/support/sponsorship/

CHECK

BookSpring
PO Box 153024
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To learn more about how your company can be involved in supporting early literacy through sponsoring BookSpring, please contact Emily Day at (512) 472-1791 x 101 or emily.day@bookspring.org.

Thank you for supporting literacy in our community!