



YOUNG Reader OF THE YEAR AWARDS

MAY 1ST, 2025



SPONSORSHIP GUIDE

ABOUT JOYFUL READERS

Joyful Readers is committed to helping Philadelphia students gain the literacy skills they need to become successful, confident, and yes... *joyful readers*! Our vision is that all K-3 students who struggle with reading will have an effective tutor who can support them at school.



Just 35% of Philadelphia's K-3 students read on grade level. While this challenge affects all Philadelphians, Black and Latinx communities are disproportionately affected: 26% of Black and Latinx students read on grade level, compared to 62% of their White peers. In 4th grade, students are expected to begin reading to learn, instead of just learning to read. When kids struggle to read effectively, school gets harder and harder, and educational problems compound. Students who struggle to read well are less likely to graduate high school, have fewer career choices, and miss out on the joy of reading.

Joyful Readers' mission is to ensure that Philadelphia students gain the foundational reading skills they need to succeed. We bring full-time tutors directly into schools to provide daily, intensive reading tutoring to Philly students. Tutors serve in small teams in elementary schools for a full school year. They work with students who need extra support in reading, using high-quality curriculum to help students gain the literacy skills they need to succeed in school, at work, and in their daily lives.

YOUNG Reader OF THE YEAR AWARDS

Celebrate Our Students' Success!

Join us for a night of inspiration at the Young Reader of the Year Awards on **Thursday, May 1st!** We're excited to recognize the incredible achievements of Philadelphia elementary students enrolled in our Joyful Readers tutoring program who have made big strides in their reading over the past school year. Attendees at our annual event will commemorate the success of 4 outstanding award recipients. Through the support of their reading tutor and family members, students will share the highlights of their reading journey.



This celebration takes place at **Esperanza Arts Center from 6:00-8:30 pm** and brings together more than 250 fans and supporters of Joyful Readers, including educators, equity-in-education advocates, school administrators, and all the people working to make children's lives better throughout Philadelphia. Guests will have the opportunity to meet our cohort of dedicated AmeriCorps tutors while learning about our research-driven approach that shapes our reading program.



This evening is not just a celebration; it's an opportunity to make a lasting impact on the lives of Philadelphia's young readers. Event sponsorship is a wonderful way to show your support of Joyful Readers literacy efforts throughout the city. A variety of recognition opportunities are available. Let's come together for a night of celebration and inspiration, while making a lasting commitment to literacy!



SPONSORSHIP OPPORTUNITIES

Elevate Your Brand through Purposeful Sponsorship

Supporting the Young Reader of the Year Awards through sponsorship isn't just a charitable gesture, **it's an investment in our city's future**. Your sponsorship will make a difference in the lives of Philadelphia's young readers and leave a lasting impression throughout our community.

	Presenting \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
PRE EVENT				
Company or family name listed on event website & guest invitation	✓	✓	✓	✓
Company logo on event website & guest invitation	✓	✓	✓	
Company or family name listed on 2 event posts across all social media channels	✓	✓	✓	
Company logo on 2 event posts across all social media channels	✓			
Right to use Joyful Readers name & mark for 30 days	✓			
DURING EVENT				
Company logo or family name on signage	✓	✓	✓	✓
Verbal recognition from the stage	✓	✓	✓	✓
Company logo or family name on program slides	✓	✓		
Opportunity to display 1 company banner at event	✓			
Opportunity to speak during the event program	✓			
Reserved tickets	15	10	5	2
POST EVENT				
Inclusion in thank you post across all social media channels	✓	✓	✓	✓
Dedicated email blast thanking attendees for their support	✓			

Contact **Sarah DeLucas, Development Director** at (202) 422-2106 or sdelucas@joyfulreaders.org to create a custom sponsorship package that fits your needs & budget.