



Young Reader OF THE YEAR AWARDS SPONSORSHIP GUIDE

MAY 13, 2026



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 **Wednesday, May 13**. We're excited to recognize the incredible achievements of 4 Philadelphia elementary students who have made big strides in their reading over the past school year. Through the support of their Joyful Readers tutor, students will share the highlights of their reading journey.



The celebration takes place at the **Science History Institute** (3rd and Chestnut) from 6:00-9:00 PM and brings together more than 250 supporters of Joyful Readers, including educators, corporate leaders, and individuals who are working to make children's lives better throughout Philadelphia. Guests will have the opportunity to meet our cohort of dedicated AmeriCorps tutors while learning more about the research-driven approach that shapes our reading program.

Event sponsorship is an opportunity to make a lasting impact on the lives of Philadelphia's young readers. Past sponsors include AIM Academy, AmeriHealth Caritas, Armanino, Chubb, Console Mattiacci Law, Drexel University School of Education, PwC, Wilson Language Training, YPTC and a variety of individuals and families. Please join us 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 logo/family name listed on event website.	✓	✓	✓	✓
Company logo/family name on guest invitation.	✓	✓	✓	
Company logo/family name on event posts across all social media channels.	Featured	Shared	Shared	
Right to use Joyful Readers name & mark for 30 days	✓			
DURING EVENT				
Company logo/family name on signage	✓	✓	✓	✓
Verbal recognition from the stage	✓	✓	✓	
Company logo/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	Featured	Shared	Shared	
Dedicated email blast thanking attendees for their support	✓			

Contact **Dave Weinstein, Executive Director** at (267) 467-5165 or dweinstein@joyfulreaders.org to create a custom sponsorship package that fits your needs & budget.