

Summer 2025

Now in its 17th year, Montclair Public Library's **the Little Read** is a beloved Montclair tradition. This initiative brings together neighbors, writers, local heroes, and celebrities in a town-wide celebration of literacy by way of a story time marathon that spans multiple days. It is a highly anticipated program that has been wildly successful in encouraging our community to read aloud to young children.



Thanks to business sponsors like you, the Montclair Public Library Foundation raises much needed funds for the Library's Youth & Teen Services through **the Little Read every year.** Beyond the cost of the event itself, the money raised annually through sponsorships is used to purchase new books and boost educational programming throughout the year.

We hope you will consider supporting **the Little Read in 2025.** Your sponsorship is a way to proactively and publicly show support for children's education within our region. During the pandemic, the average U.S. public school student in grades 3-8 lost the equivalent of a half year of learning in math and a quarter of a year in reading. Affected students recovered only 20–30% of the lost ground in the first year, but then made no further recovery in the subsequent three to four years. Schools cannot be expected to be the sole solution with regards to achievement losses. We must create learning opportunities for students outside of the classroom. **The Library's role of offering free access to books, information, technology, and cultural programming is vital to repairing educational gaps equitably within our very diverse community.**

Attached please find more detailed information about **the Little Read** as well as the visibility opportunities that are included with sponsorship. If you have any questions or would like to know more about the Montclair Public Library Foundation, please feel free to reach out to Foundation Director Mary Packer at any time: mary@montclairplf.org / 973.744.0500, x2269





the Little Read was established in 2009 as a free children's story time marathon to bring together Montclair neighbors, writers, local heroes, and celebrities in a town-wide celebration of literacy and community. It is typically held in October.

➤ Encouraging Early Literacy

Research suggests that reading aloud to children in an engaging manner promotes language development and emergent literacy. Furthermore, it can help develop a love for reading. To stress the importance of this research, **the Little Read** welcomes classes from local schools serving pre-school through second grade to visit the Montclair Public Library and listen to stories read by adults in their community over a multi-day event. A daytime community lawn reading and an evening community family party add the final touch to this celebration. A diverse array of authors and book subjects chosen by our staff helps to broaden the public view of what MPL can offer with regards to academic enrichment.

➤ Gathering the Community

In 2024, 14 classes participated in **the Little Read** from local public and pre-schools. More than 1,050 children sat for a story time either at the library, in a park, or at the YMCA. And nearly 40 adults volunteered to read throughout this multi-day story-time schedule. Guest readers have the option of reading at the Main Library where they get to sit in the "Big Red Chair" (which has become a widely-recognized symbol of the event) or reading at our beloved Branch building where many childhood memories are made. This signature event is so popular that we often have a waiting list of adult readers!



➤ Funding the Future

Sponsorship of **the Little Read** covers the nominal costs of hosting the event plus supports children's programming at the library throughout the year. For example, money raised through **the Little Read** sponsorships is used to purchase new books and to boost educational programming throughout the year ahead. The more sponsorship funds we raise, the more the Youth and Teen Department can do. *Thank you for your consideration!*

the Little Read Sponsorship Levels

*Funds raised through **the Little Read** support the event itself as well as collection and programming materials for the Youth & Teen Department throughout the year.*

Best Seller - \$10,000

- ✓ Lead sponsor designation
- ✓ Verbal acknowledgement at **the Little Read** events
- ✓ Opportunity to read aloud for up to 8 readers
- ✓ Prominent logo placement on all print media, including signage and advertising
- ✓ Recognition on Montclair Public Library and Foundation websites
- ✓ Dedicated social media posts on Facebook and Instagram

Bedtime Story - \$5,000

- ✓ Verbal acknowledgement at **the Little Read** events
- ✓ Opportunity to read aloud for up to 6 readers
- ✓ Logo placement on all print media, including signage and advertising
- ✓ Recognition on Montclair Public Library and Foundation websites
- ✓ Dedicated social media posts across all MPL and MPLF platforms

Picture Book - \$2,500

- ✓ Opportunity to read aloud for up to 4 readers
- ✓ Logo placement on all print media, including signage and advertising
- ✓ Recognition on Montclair Public Library and Foundation websites
- ✓ Social media sponsor recognition across all MPL and MPLF platforms

Nursery Rhyme - \$1,000

- ✓ Opportunity to read aloud as available
- ✓ Listing on all print media, including signage and advertising
- ✓ Recognition on Montclair Public Library and Foundation websites
- ✓ Social media sponsor recognition

Reading Buddy - \$500

- ✓ Opportunity to read aloud as available
- ✓ Listing on all print media, including signage and advertising
- ✓ Recognition on Montclair Public Library and Foundation websites

We hope we can count on your support!

the Little Read Sponsorship Return Form

Contact Information
Name
Business Name (if applicable)
Address
City, State ZIP
Preferred Phone
Preferred Email
I/We would like to be acknowledged as

Please choose your sponsorship level below:

- | | | | | |
|---|--|---|--|--|
| <input type="checkbox"/> Best
Seller
(\$10,000) | <input type="checkbox"/> Bedtime
Story
(\$5,000) | <input type="checkbox"/> Picture
Book
(\$2,500) | <input type="checkbox"/> Nursery
Rhyme
(\$1,000) | <input type="checkbox"/> Reading
Buddy
(\$500) |
|---|--|---|--|--|

Thank you for supporting the Montclair Public Library!

PLEASE RETURN THIS FORM AND YOUR DIGITAL LOGO TO:

Mary Packer, Executive Director
Montclair Public Library Foundation
 50 South Fullerton Avenue, Montclair, NJ 07042
 973.744.0500, ext. 2269 / mary@montclairplf.org

*In order to be included in print materials, please be sure to send payment by **September 1st** and make checks payable to: Montclair Public Library Foundation*