



**The Little Read** was established in 2009 as a free children’s read-aloud marathon to bring together Montclair neighbors, writers, local heroes, and celebrities in a town-wide celebration of literacy and community. It is held each autumn, and is now celebrating its 15<sup>th</sup> year.

### ➤ Encouraging Early Literacy

Research suggests that reading aloud to children in an engaging manner promotes language development and emergent literacy. Furthermore, it helps to foster a love of reading. To stress the importance of this research, **the Little Read** welcomes students from pre-school through second grade to visit the Montclair Public Library to listen to stories read by adults in their community. A diverse array of authors and subjects are thoughtfully selected by library staff for broadens views of what MPL can offer with regards to academic enrichment.

### ➤ Gathering the Community

The Little Read takes place at the Main Library, Bellevue Avenue Branch, and in live video chats over three days. In 2022, 25 classes participated in **the Little Read** from local public and pre-schools, reaching about 500 schoolchildren. We had nearly 50 individuals volunteer as guest readers. Plus, an estimated 90 families attended the Little Read readings in the community. This signature event is so beloved that we have a waiting list to be a guest reader! The most sought after volunteer spot for guest readers is at the Main Library where they get to sit in the “Big Red Chair,” which has become a widely-recognized symbol of the event.

### ➤ 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. Specifically, money raised through the Little Read sponsorships is used to purchase new materials, to offer educational programming throughout the school year, and to develop summer reading initiatives. Our goal for 2023 is to raise \$15,000. Thank you for your consideration!

## The Little Read Sponsorship Levels

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*Funds raised through the Little Read support the purchase of materials for the Youth & Teen collection and children's programming at the library throughout the year.*

### **Best Seller - \$10,000**

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

### **Bedtime Story - \$5,000**

- ✓ Verbal acknowledgement at Little Read events
- ✓ Opportunity to read aloud for up to 6 readers
- ✓ Logo on all print media, including signage and advertising
- ✓ Social media sponsor recognition across all platforms
- ✓ Recognition on Montclair Public Library and Foundation websites
- ✓ Dedicated social media posts on Facebook and Instagram

### **Picture Book - \$2,500**

- ✓ Verbal acknowledgement at Little Read events
- ✓ Opportunity to read aloud for up to 4 readers
- ✓ Logo on all print media, including signage and advertising
- ✓ Social media sponsor recognition across all platforms
- ✓ Recognition on Montclair Public Library Foundation website

### **Nursery Rhyme - \$1,000**

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

### **Reading Buddy - \$500**

- ✓ Opportunity to read aloud as available
- ✓ Listing on all print media, including signage and advertising
- ✓ Social media sponsor recognition

## The Little Read Sponsorship Return Form

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

Please choose your sponsorship level below.

- Best Seller (\$10,000)    Bedtime Story (\$5,000)    Picture Book (\$2,500)    Nursery Rhyme (\$1,000)    Reading Buddy (\$500)

**Thank you for supporting the Montclair Public Library!**

**PLEASE RETURN THIS FORM WITH PAYMENT TO**

Mary Packer, Executive Director  
**Montclair Public Library Foundation**  
50 South Fullerton Avenue, Montclair, NJ 07042  
973.744.0500, ext. 2269 / [mary@montclairplf.org](mailto:mary@montclairplf.org)

Make checks payable to: Montclair Public Library Foundation