



RAISING READERS IN THE HEARTLAND (RRITH)

Sponsor Information Sheet

Who is RRITH?

Raising Readers in the Heartland’s mission is to inspire a life-long love of reading by providing new, high-quality books for ALL children from birth to age five who live in Polk County, Iowa.

What does RRITH do for Polk County?

- Through a partnership with Dolly Parton's Imagination Library, Raising Readers in the Heartland aims to provide FREE new, quality books to all children in Polk County, from birth to age five.
- Children will receive one book each month at an average cost of \$2.10 to RRITH. With over 36,000 qualifying children in Polk County, the potential cost for the program is well over \$1 million each year.
- RRITH puts books in the hands of children and helps them find success throughout their lives. Investing in literacy programs that focus on children from birth, prove to have an average ROI of 7-10% on dollars contributed by businesses and local communities.

How does contributing to RRITH benefit your organization?

- Increases visibility of your company image and brand
- Enhances your reputation and goodwill in the community
- Increases literacy awareness while promoting your business
- Develops a more literate future workforce
- Supports your organization's philanthropic efforts

Benefit:	Literacy Leaders (under \$1000)	Supporter (up to \$5,000)	Friend (up to \$10,000)	Champion* (over \$10,000)
Listed in Annual Report	X	X	X	X
Listed on Website	X	X	X	X
Social Media Thank You Post		X	X	X
Sponsor Name on Website		X	X	X
Name & Logo on Website			X	X
Inclusion of logo on marketing materials used for RRITH events				X
*Sponsorship Designation on Books Mailed to Participants (<i>one month, for donations of \$25,000+</i>)				X

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Mission Statement:
 Raising Readers in the Heartland’s mission is to inspire a life-long love of reading by providing new, quality books for ALL children from birth through the age of ten who live in Polk County, Iowa.