

August 1, 2022



To Whom It May Concern,

We are pleased to announce October 22<sup>nd</sup>, 2022, as the next [Dolly Parton's Imagination Library of Volusia Little Literacy Heroes 3K Fun Run/Walk](#), at our exciting new location at the Daytona Beach Riverfront Esplanade.

This family-friendly event is the perfect opportunity to stay active and engaged while supporting early literacy in Volusia County! Walk or run to support the need for increased early literacy rates and access to books in your community.

Dolly Parton's Imagination Library of Volusia is a free book-gifting program available to children birth to five years old in Volusia County at no cost to their family. Each month, the program mails one high quality, age-appropriate book to the child. **It is fully funded by donations from generous community members.**

For families in our community who cannot afford books or have lost access to literacy due to unfortunate circumstances (unemployment, low-income, domestic abuse, etc.), this is an invaluable program.



All proceeds from this event will benefit the more than **3,600** Volusia County children this program serves.

We sincerely hope you and your business will join in the fun this year by sponsoring the Little Literacy Heroes 3K Fun Run/Walk. Attached are the various sponsorship options available.

Thank you in advance for your support. We look forward to seeing you **October 22<sup>nd</sup>!**

Sincerely,

A handwritten signature in cursive that reads "Serena Piper".

Serena Piper  
Community Partnerships Coordinator  
The Early Learning Coalition of Flagler and Volusia Counties, Inc.

## Little Literacy Heroes 3K Fun Run/Walk Sponsorship Levels

### **Superhero \$2,500 (Filled by AdventHealth)**

(Supports 83 children for one year)

- Logo featured on race website and Facebook event page
- Signage at entrance to event
- Logo added to sponsor list on ELCFV DPIL webpage for one year
- Feature in DPIL newsletter (reaches 4K+ subscribers monthly)
- Logo added to thank you letters & other communications with the community
- DJ announcements of your sponsorship throughout event
- Ability to place item in packet bags
- (8) Eight adult race entries
- Five social media mentions (ELCFV Facebook & Instagram)
- Table at Race and optional table at Running Elements on packet pick-up days

### **Story Book Hero Fun Zone \$1,500 (Filled by Florida Healthcare Plans)**

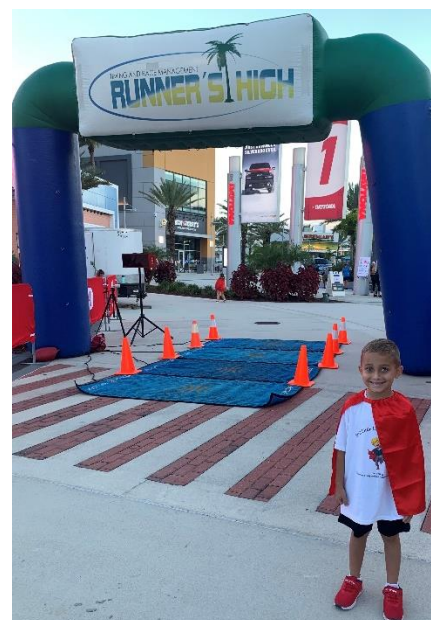
(Supports 50 children for one year)

- Logo featured on race website and Facebook event page
- Signage in Fun Zone
- Logo added to sponsor list on ELCFV DPIL webpage for one year
- Feature in DPIL newsletter (reaches 4K+ subscribers monthly)
- DJ announcements of your sponsorship throughout event
- Ability to place item in packet bags
- (6) Six adult race entries
- Four social media mentions (ELCFV Facebook + Instagram)
- Table in Fun Zone and optional table at Running Elements on packet pick-up days

### **Entertainment Sponsor - \$1,250 (Limited to one)**

(Supports 41 children for one year)

- Logo on signage at event entrance
- Logo featured on race website and Facebook event page
- DJ announcements of your sponsorship throughout the event
- Ability to place item in packet bags
- (6) Six adult race entries
- Three social media mentions (ELCFV Facebook + Instagram)
- 10' x 10' table space (must provide own table, chairs, and tent)



## Fostering Early Literacy and Encouraging Family Engagement

### **Photo Booth Sponsor - \$1,250 (Filled by Mid Florida Community Services)**

(Supports 41 children for one year)

- Company logo displayed on photo backdrop or photo strip; sign displayed at photo booth
- Logo featured on race website and Facebook event page
- DJ announcements of your sponsorship throughout the event
- Ability to place item in packet bags
- (6) Six adult race entries
- Three social media mentions (ELCFV Facebook + Instagram)
- 10' x 10' table space (must provide own table, chairs, and tent)

### **Face Painting Sponsor - \$1,000 (Filled by Security First Insurance)**

(Supports 33 children for one year)

- Signage in Fun Zone
- Logo featured on race website and Facebook event page
- Your company's name mentioned two times at event by DJ
- Ability to place item in packet bags
- (4) Four adult race entries
- Two social media mentions (ELCFV Facebook + Instagram)
- 10' x 10' table space (must provide own table, chairs, and tent)



### **Hometown Hero \$750 (Unlimited)**

(Supports 25 children for one year)

- Logo on event signage
- Logo featured on race website and Facebook event page
- Your company's name mentioned two times at event by DJ
- Ability to place item in packet bags
- (4) Four adult race entries
- Two social media mentions (ELCFV Facebook + Instagram)
- 10' x 10' table space (must provide own table, chairs, and tent)

### **Bookworm \$500 (Unlimited)**

(Supports 16 children for one year)

- Logo featured on race website and Facebook event page
- One DJ announcement
- Ability to place item in packet bags
- (2) Two adult race entries
- One social media mention (ELCFV Facebook + Instagram)

### **Reading Champion - \$250 (Unlimited)**

(Supports 8 children for one year)

- Ability to place item in packet bag
- One social media mention (ELCFV Facebook + Instagram)

Unable to commit to a sponsorship right now?

Sign up online to make a one-time or monthly recurring donation in an amount of your choice!

## Official Intent to Sponsor



Donor/Company Name:

\_\_\_\_\_

Contact Name/Title:

\_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Please mark your desired sponsorship below:

### Deadline - October 7, 2022

- ~~Superhero - \$2,500~~ \_\_\_\_\_
- ~~Story Book Hero Fun Zone - \$1,500~~ \_\_\_\_\_
- Entertainment Sponsor - \$1,250
- ~~Photo Booth Sponsor - \$1,250~~ \_\_\_\_\_
- ~~Face Painting Sponsor - \$1,000~~
- Hometown Hero - \$750
- Bookworm - \$500
- Reading Champion - \$250

### Please make checks payable to:

The Early Learning Coalition of Flagler and Volusia Counties, Inc.  
Attn: DPIL Volusia  
125 Executive Circle  
Daytona Beach, FL 32114