



BE A BOOK BUNNY

About Be a Book Bunny

YLS is partnering with the Midlands Reading Consortium, a United Way of the Midlands volunteer tutoring initiative, to target pre-kindergarten through second-grade students who are falling behind their peers in reading. This past year, more than 900+ totes were distributed to students in response to COVID-19.

We invite you to get involved with Be a Book Bunny! You can support Be a Book Bunny through sponsorship. Sponsors allow us to purchase books and school supplies to fill even more literacy totes and continue to grow and ensure this meaningful program's success.

Thank you in advance for making the Be a Book Bunny program a success and bringing joy to children in our community!

Metrics/Highlights

Earned Media Coverage

In 2018-2019, Be a Book Bunny and A Night for the Books received extensive coverage through local media outlets reaching more than 300,000 viewers with an equivalent ad value of more than \$5,000.

Social Media Audience

Between our social pages on Facebook, Twitter, Instagram, LinkedIn and our websites, ylsmidlands.com and uway.org, you can reach more than 15,000 monthly visitors.

Advertising

Be a Book Bunny and other United Way events are promoted through event listings and other coverage on ColaToday, which reaches more than 35,000 subscribers.

eNewsletters

Be a Book Bunny is featured in the United Way and YLS monthly eNewsletters, which reach more than 45,000 subscribers.

BE A BOOK BUNNY

VELVETEEN PRESENTING SPONSOR | \$5,000 (1 available)

- Company logo on Be a Book Bunny tote bags and other materials to be distributed beyond the Be a Book Bunny project and throughout the community.
- Prominent logo recognition in United Way's promotional and marketing materials, including print, digital media.
- Prominent logo placement on the program's website and social media platforms, promotional materials and signage at volunteer events.
- Instagram feature on United Way's handle, highlighting sponsorship
- Opportunity for company involvement during Be a Book Bunny deliveries and media.
- First right of refusal for 2022 Be a Book Bunny programming.

HIPPITY-HOPPITY SPONSOR | \$2,500 (1 available)

- Company logo on Be a Book Bunny tote bags and other materials to be distributed beyond the Be a Book Bunny project and throughout the community.
- Prominent logo recognition in United Way's promotional and marketing materials, including print, digital media.
- Prominent logo placement on the program's website and social media platforms, promotional materials and signage at volunteer events.
- Opportunity for company involvement during Be a Book Bunny deliveries and media.

COTTON TAIL SPONSOR | \$1,000 (4 available)

- Company logo listed on Be a Book Bunny tote bags and other materials to be distributed beyond the Be a Book Bunny project and throughout the community.

- Name recognition in United Way's promotional and marketing materials, including print, digital media.
- Name recognition on event website and social media, promotional materials, signage at volunteer events.
- Instagram feature on United Way's handle, highlighting sponsorship
- Opportunity for company involvement during Be a Book Bunny deliveries.

BUNNY SPONSOR | \$500

- Company name listed on Be a Book Bunny tote bags and other materials to be distributed beyond the Be a Book Bunny project and throughout the community.
- Name recognition on event website and social media, promotional materials, signage at volunteer events.
- Opportunity for company involvement during Be a Book Bunny deliveries.

BOOK SPONSOR | \$250

- Name recognition on event website and social media, promotional materials, signage at volunteer events.
- Opportunity for company involvement during Be a Book Bunny deliveries

THE TOTE AND THE HARE SPONSOR | \$100

- Covers the cost of three (3) Be A Book Bunny totes.
- Name recognition on social media.
- Opportunity for involvement during Be a Book Bunny deliveries



United Way is carefully monitoring COVID-19 in our community and will host events either in-person or virtually based upon CDC recommendations or your company's policy around public gatherings. Sponsor benefits may be creatively adapted to ensure premier recognition.