

ABC Summer Reading A Statewide Sponsorship Proposal

The ABC Library Association is pleased to offer ABC businesses an opportunity to sponsor ABC's Statewide Summer Reading Program. As ABC's largest literacy program for youth, Summer Reading is a campaign that makes an impact on kids and families in every community across the state. As a program of ABC's public libraries, Summer Reading is also a part of our civic life. Summer Reading is currently searching for new sponsors who want to be a part of this important program for youth and make Summer Reading a key component of their summer promotions.

This proposal offers two Summer Reading sponsorship options: a presenting level and a co-sponsor level. For the \$50,000 presenting sponsor investment, ABC's Summer Reading Program offers more than \$100,000 in advertising value, including options to drive traffic to sponsor stores. For a \$15,000 co-sponsor investment, the program will offer a smaller, but still valuable marketing package designed to reach key target audiences. Either position will give your business the opportunity to be a leading part of ABC's most loved literacy program for kids.

WHY SPONSOR ABC'S SUMMER READING PROGRAM ?

Summer Reading is a program that virtually everyone knows and loves.

More kids sign up for Summer Reading than Little League. Summer Reading enrolls nearly 100,000 youth every summer and generates over 11 million impressions through a 12-week statewide advertising and media campaign. Summer Reading activities are independently operated at more than 116 ABC libraries in 36 counties where librarians, volunteers and supporters offer their time and services to make Summer Reading a strong community program.

Summer Reading is an ongoing program with long-term associative benefits.

For more than 20 years, the ABC Library Association has coordinated Summer Reading across the state to improve the reading and learning skills of ABC kids during summer vacation. Summer Reading is as consistent in the summer as apple pie and the Fourth of July. With such reliability, your business has an opportunity to build brand identity and drive store traffic among youth age five to 18 and parents age 18 to 34. Your business will also become an ABC champion of education, literacy, libraries and kids – values that customers hold dear.

Summer Reading is backed by a strong and effective marketing campaign.

ABC's Summer Reading Program grew in the late 1990s when initiated its first large-scale statewide campaign. The Summer Reading campaign provides resources, materials and programming grants for libraries and implements a 12-week statewide marketing and publicity plan that spreads advertising across multiple forms of media in every ABC media market. Summer Reading also organizes two statewide kickoff events that serve as marketing opportunities for sponsors and their vendors to promote their involvement in the program. This annual campaign is directed by ABC's Summer Reading Task Force and managed by a marketing team that keeps sponsors involved in the Summer Reading process from the first campaign kickoff event to the final delivery of the campaign's evaluation report.

Summer Reading produces measurable results for sponsors.

ABC Library Association conducts an annual campaign evaluation every fall to measure the outputs of that year's campaign. ABC Library Association tracks the number of participants and finishers, number of event participants and volunteers, media vehicle variables, media placements, audience reach and advertising value. ABC Library Association also tracks project outcomes through surveys with librarians and interviews with program participants. These evaluations measure audience recall, retention, attitudes and opinions about why kids and parents choose to participate in Summer Reading, what brings them back and what values they place on Summer Reading's sponsors.

Summer Reading strengthens young minds.

Although summer may mean a vacation from the classroom, it should never be a break in any child's intellectual development. ABC librarians know that kids who participate in Summer Reading develop a greater capacity to learn over those who do not. In fact, young students who do not read in the summer return to school with lower reading levels than before the school year ended. A 2000 California State Library evaluation of 100 Summer Reading programs concluded that the number of children who read more than nine hours per week jumped from 16 percent to 40 percent after participating in their local Summer Reading programs. Parents involved in this evaluation also responded that incentives such as gift certificates and stickers encouraged their children to read, and children enjoyed Summer Reading activities like crafts and puppet shows. Statistics support what parents and librarians across the country already know – given the opportunity, Summer Reading can be an essential part of a child's development.

Summer Reading is growing in communities large and small.

Summer Reading participation expanded from 39,542 participants in 1998 to 92,242 in 2001. Many of the highest increases in 2001 came from rural ABC counties like Adams, Clark, , Douglas, Lake, Porter and Washington. These stellar gains were made possible by our sponsors' support and our extensive cross-media promotional campaign. Our goal in 2002 is to enroll 100,000 youth.

A GREAT PARTNERSHIP FOR YOUR BUSINESS

Your Summer Reading sponsorship can be a highly advantageous marketing and advertising opportunity that makes millions of impressions all summer at a competitive cost and with a high return on investment. Your sponsorship also provides benefits that pure advertising dollars alone cannot create. ABCians place a high value on literacy programs like Summer Reading and your sponsorship can reinforce brand equity and customer loyalty. For parents and kids who already support your business, they will appreciate the commitment that you have made to their community library's Summer Reading Program. For those who may not yet support your business, a child's participation in Summer Reading provides opportunities to drive parents and other shoppers to your business over another.

As a Summer Reading sponsor, your business will reach youth and families through thousands of branded promotional materials, an extensive advertising and public relations campaign, two highly popular kickoff events for kids and families in central and southern ABC, and through opportunities to provide redeemable coupons to Summer Reading audiences. Additionally, your business' employees are invited to volunteer for Summer Reading activities in their community.

TOTAL CAMPAIGN VALUE EXCEEDS CASH INVESTMENT

Attached is a report of ABC Library Association's 2001 Summer Reading marketing campaign that serves as a model for the 2002 campaign. The 2001 report presents the measurable

value of all advertising and earned media for the entire 12-week campaign. As you can see, ABCians will hear about your support of Summer Reading through radio and television promotions, print ads, earned media, on-site library displays, branded materials, movie theatre slides, prize coupons, in-store advertising and other promotional vehicles.

Summer Reading's planned media sponsors include ABC Public Broadcasting and television network affiliates like KPTV and KWBP – whose combined media schedules reach every designated market area in ABC. ABC Library Association also makes extensive radio placements, and secures newspaper placements across the state in partnership with the ABC Newspaper Publishers' Association.

The total media coverage of Summer Reading and its major sponsors in 2001 left over 11 million impressions on target audiences with a total marketing value of \$81,712 at a cost-per-thousand of \$7.28. The public relations value of community involvement, the public's association of your business with Summer Reading, the increased traffic at your store and the value of behavioral changes in target customer demographics all offer further incentive to sponsor Summer Reading.

ABC Library Association can help you maximize its investment by creating exclusive promotional opportunities. For example, a Summer Reading display might be created for your business that features books from ABC Library Association's Summer Reading Book List. Your business might also offer discount or prize coupons for Summer Readers that may be redeemed at local stores. Your vendors might also be encouraged to participate by offering samples at Summer Reading kickoff events. Business sponsor executives would also be invited to attend major kickoff and media events in metropolitan areas and small communities of their choice.

These are just a few of the possibilities. As a major Summer Reading sponsor, ABC Library Association will be excited to help you create the perfect campaign that brings more kids to their libraries and more families to your business. Sponsorship details are presented on the next page.

ABC Summer Reading 2002 Sponsorship Benefits

Our challenge is to reach children early and lift them to success. My experience as a mother and an elementary school teacher has taught me that children who are ready to read are ready to learn – Reading is the skill that makes all other skills possible.

First Lady Laura W. Bush

THE ABC LIBRARY ASSOCIATION is pleased to offer the following options for custom designing a sponsorship for ABC's Summer Reading Program. Below are two proposed levels of support with a list of their benefits. ABC Library Association is happy to develop the right investment level and mix of benefits to suit your business needs. For further information on summer reading participation statistics, library locations, audience demographics, campaign values and gross impressions, please refer to the attached reports or contact Bryan Jones at 503 555-3299.

PRESENTING SPONSOR BENEFITS

Exclusive Promotional Benefits

- . In-store Summer Reading book display
- . Opportunity to create exclusive Summer Reading prizes and / or store gift certificates
- . Opportunity to offer Summer Reading prize book in stores
- . Opportunity to provide Summer Reading artwork on your business' collateral materials

Summer Events

- . Presenting sponsor of two statewide kickoff events at the Wilsonville and Rogue Valley Family Fun Centers. Sponsor executives will be invited to join ABC Library Association librarians and WB network personalities on the main stage to launch the 2002 program. Sponsor vendors will have the opportunity to set up booths or displays at the events for product or merchandise samples.
- . Sponsor employees will be invited to volunteer at over 116 local library events including storytelling parties, performances, cookouts and reading activities with nonprofit partners like scout troupes and local Boys and Girls Clubs.

Broadcast Media Recognition

- . Presenting sponsor logo placement on 30-second spots for 12-week television campaign across ABC. (WB network's Kids Club has offered to distribute logoed prize certificates or other branded prizes as part of their on-air contests)*
- . Presenting sponsor recognition in featured television promotions (WB promotions, Good Day ABC Feature)*
- . Presenting sponsor recognition in on-air announcements for 12-week statewide radio ad schedule*

Print Media

- . Presenting sponsor logo placement on print advertising in ABC Newspaper Publishers' Association member papers*
- . Presenting sponsor recognition in earned media pitches / placements

Public Relations and Other Media

- . Presenting sponsor logo placement in on-screen advertising for multiple ABC cinemas*
- . Presenting sponsor logo placement on promotional materials in local libraries
- . Presenting sponsor logo placement on all PR and media materials
- . Presenting sponsor logo placement on ABC Library Association website and links to sponsor website.

Collateral Materials

- . Presenting sponsor logo placement on 600 promotional posters in libraries
- . Presenting sponsor logo placement on promotional banners at Summer Reading community events
- . Presenting sponsor logo placement on 75,000 bookmarks
- . Presenting sponsor logo placement on 40,000 certificates of achievement
- . Presenting sponsor logo placement on 75,000 stickers

The presenting sponsorship with the benefits detailed above is available for a cash investment of \$50,000. Payment can be arranged according to your budgeting needs.

CO-SPONSOR BENEFITS

Promotional Benefits

- . Opportunity to create exclusive Summer Reading prizes and / or store gift certificates
- . Opportunity to provide Summer Reading artwork on grocery bags

Summer Events

- . Logo recognition on signage at ABC Library Association's major statewide kickoff and media event. Co-sponsors will be acknowledged by WB network personalities at the on-stage launch of the 2002 program.
- . Opportunity to invite employees to volunteer at over 116 local library events including storytelling parties, magic and puppet shows, cookouts, and reading activities with nonprofit partners like scout troupes, and local Boys and Girls Clubs.

Broadcast Media

- . Co-sponsor logo placement on 30 second spots for 12-week television ad schedule in ABC*

Print Media

- . Co-sponsor logo placement on print advertising in ABC Newspaper Publishers' Association member papers*
- . Co-sponsor recognition in earned media pitches / placements

Public Relations and Other Media

- . Co-sponsor logo placement in on-screen advertising for multiple ABC cinemas*
- . Branded art and logos provided to all Summer Reading librarian's local promotional materials
- . Co-sponsor logo placement on all PR and media materials

Collateral Materials

- . Co-sponsor logo placement on 600 promotional posters in libraries
- . Co-sponsor logo placement on promotional banners at community events
- . Co-sponsor logo placement on 40,000 certificates of achievement
- . Co-sponsor logo placement on 1,500 t-shirts

A co-sponsorship with the benefits detailed above is available for a cash investment of \$15,000.

Customized contributing sponsor packages can also be developed for investments of \$1,500, \$5,000 and \$10,000.

*Pending media partners