



Sponsor a Site Toolkit

In this kit, you will find the tools needed to successfully support the delivery of Reach Out and Read at one (or several!) of our clinical sites. Everyone who sponsors a site helps us reach more children with the gift of shared reading and support of early literacy.

Thank you for helping to ensure that all young children have access to books and a path to early literacy!

Not all Reach Out and Read sites have the funding needed to support the delivery of our program. That's where you come in! By sponsoring one or more of our 6,200 sites, you will support children and families by ensuring the site has the funding and resources it needs to deliver a high-quality Reach Out and Read intervention. Your generous sponsorship maximizes the impact on children and families and allows our clinicians to focus on what they do best - strengthen families with young children through guidance about nurturing relationships and shared reading.

What is Included in a Site Sponsorship?

- Sponsorship covers 100 percent of the site's annual costs to deliver their Reach Out and Read program, including:
 - » 100 percent of the books needed for a full year (one book per well-child visit).
 - » 100 percent of the bookmarks needed for a full year (one bookmark per well-child visit). Bookmarks will be co-branded with your company's logo.
 - » Reach Out and Read posters for display at the site (where allowed).
 - » All other costs, including training, technical assistance, assessment, and evaluation.
- Your company's logo on the partner page of Reach Out and Read National's website for 12 months.
- Recognition in Reach Out and Read's annual report.
- Recognition in a clinic newsletter or on clinic website (where available).
- Employee and customer engagement opportunities.

Can You Sponsor a Site for More Than One Year?

YES! Babies are born daily, making Reach Out and Read's intervention ongoing. Given that, we strongly recommend three- to five-year sponsorships to ensure long-term sustainability and support of the full life of the program for each child (birth through 5 years).

- By making a three-to-five-year sponsorship, you will receive the following additional benefits:
 - » A multi-year discount: 10 percent off the annual cost.
 - » Use of Reach Out and Read National partner logo for the length of the sponsorship.
 - » Promotion on Reach Out and Read social media platforms (Facebook, X, Instagram, LinkedIn).
 - » Promotion in the monthly Reach Out and Read Leadership Bulletin and public newsletter.
 - » A press release and/or news post announcing the sponsorship.

How Much Does it Cost to Sponsor a Site?

The size of our sites ranges from 25 annual well-child visits at small family practices to more than 10,000 at large health centers. Regardless of size, our evidence-based intervention remains consistent — clinicians offer anticipatory guidance to parents surrounding literacy and early relationships. They also use a new book, which the child takes home to build their library, for developmental surveillance. Our pricing is based simply on the annual number of well-child visits the site completes.

ANNUAL NUMBER OF WELL-CHILD VISITS

1,999 or less
 2,000 - 3,999
 4,000 - 5,999
 6,000 - 7,999
 8,000 - 9,999
 10,000 - 19,999

ANNUAL SPONSORSHIP COST

\$20,000
 \$40,000
 \$60,000
 \$80,000
 \$100,000
 \$200,000

Ready to Sponsor a Site?

A child is sitting in the waiting room ready for their first book. Can they rely on your support? Contact development@reachoutandread.org for questions and to finalize your sponsorship!

