



## Greetings!

On behalf of Teach My Kid to Read, I thank you for considering a sponsorship for the first Dr. Richard E. Schutz Walk for Community Literacy Solutions. We offer several sponsorship opportunities to participate at a level that makes sense for your business and makes a significant impact in your community.

You may think that literacy is an issue that only affects a few children and that eventually, all children learn to read. The fact is, two-thirds of fourth-graders in the United States are not reading proficiently, and most of those children will never catch up. The consequences of struggling to read are dire. They range from mental health issues to lower rates of high school graduation and even to incarceration.

Reading issues do not discriminate. Access to resources discriminate. At Teach My Kid to Read, we believe that all children should have access to evidence-based instruction and resources proven to help all children become skilled readers. We work with libraries because they have a built-in system for equity. We are the first nonprofit to help librarians learn about and access resources like decodable (sound-aloud) books, so all children have access to instruction and books that support skilled reading.

Richard E. Schutz, "Dick," known to family and friends, dedicated his life to helping all children learn to read. Dick was a pioneer of decodable books and created the reading series Beginning Reading Instruction/Advanced Reading Instruction (BRI/ARI), known to many as "I See Sam." Millions of children have learned to read using Dick's meticulously developed reading series. BRI/ARI is the most evidence-based, decodable book program demonstrating extraordinary success teaching children to read using a simple, say the sound, and read the word approach to early literacy.



As part of this event and our October programming, a good portion of the donations provide free sets of BRI/ARI to the libraries and other community centers. Unlike other organizations that offer free books to libraries and communities, Teach My Kid to Read does precisely what their name says. They teach children to read. To further support early literacy skills and help struggling readers, Teach My Kid to Read provides resource manuals, videos, support, and training so that more people can help children learn to read.

Your sponsorship will help us make a more significant impact in providing more resources and more support to libraries and communities all over the United States. Here's to the work of Dr. Richard E. Schutz, community literacy solutions, and teaching all kids to read!

Thank you,

A handwritten signature in black ink that reads "Marion Waldman".

Marion Waldman  
Executive Director  
Teach My Kid to Read



# Dr. Richard E. Schutz Walk for Community Literacy Solutions

## October 16, 2021

(Virtual through the month of October)

Benefits	Skilled Reader	Vocabulary	Syllable	Phoneme
<b>Company Investment</b>	\$2500	\$1000	\$500	\$250
<b>Merchandise</b>	Logo on t-shirt, promotional materials, event page & one *evergreen merchandise item	Logo on t-shirt, promotional materials, and event page	Logo on promotional materials and event page	Logo on the event page
<b>Post on social media outlets</b> (12,000 followers on two sites)	Video interview, social media post, and acknowledgment at all local walks.	Video interview, social media post	Social media post	Social media acknowledgment

\*Evergreen merchandise includes water bottles and other items with the Teach My Kid to Read logo offered through the store year-round to support our mission.

## Sponsorship Form – Please submit by August 31, 2021

### Sponsorship Level:

Skilled Reader \$2,500    
  Vocabulary \$1,000    
  Syllable \$500    
  Phoneme \$250

**Payment by Check:** Make payable to Teach My Kid to Read, PO Box 8314, Albany, New York 12208

**Payment by Credit Card:** If paying by credit card, visit [www.teachmykidtoread.org/support](http://www.teachmykidtoread.org/support)

### Please complete the following information so we may accurately process your sponsorship commitment:

Company/Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

**\*Please email your logo to [info@teachmykidtoread.org](mailto:info@teachmykidtoread.org) • Questions? Contact us at [marion@teachmykidtoread.org](mailto:marion@teachmykidtoread.org)**

### About Teach My Kid to Read

Teach My Kid to Read is a 501(C)(3) nonprofit. Our mission is to provide parents, caregivers, librarians, or anyone interested in literacy education with the tools to help all children learn to read. Teach My Kid to Read initiated the first widespread movement to help librarians better serve families of early and striving readers so libraries can provide equitable literacy solutions for all children.