

MAYOR BYRON W. BROWN'S

READING

2020

SUMMER READING CHALLENGE

2020

RULES!

May 11, 2020

Our Dear Friends,

Today, we write to you with great hope that you will join our critical mission to sponsor thousands of youth from the City of Buffalo and neighboring communities who are at-risk for summer learning loss due to the academic, emotional, and social challenges they are enduring as students, as they continue to transition to e-learning at home for the remainder of the academic year due to the COVID- 19 emergency.

In an effort to help keep our community safe during this uncertain time, while at the same time continue to help improve our youth's literacy proficiency skills, Mayor Byron W. Brown is gearing up for the launch of Reading Rules! 2020 Kid's Summer Reading Challenge & Virtual Graduation Ceremony. This vital Summer Reading Program will keep our youth active, safe, and help prevent any further 'summer slide' in youth reading comprehension. Your support would be greatly appreciated.

Mayor Brown established this significant educational program nineteen years ago when he received alarming statistics about local students who were testing below the New York State average in English Language Arts & Literacy. Since then, over 20,000 children from the Greater Buffalo-Niagara Region have improved their literacy proficiency skills by participating in Reading Rules!

Between June - August, our City's youth will commit to reading seven grade-appropriate books and writing seven book summaries. In order to become a Champion Reader, every youth participant will be required to submit seven book summaries by an established deadline of Friday, August 14, 2020, which will be reviewed and approved by the Reading Rules committee.

The City of Buffalo's Department of Community Services & Recreational Programming and Division for Youth, in partnership with the Police Athletic League of Buffalo, Inc., are currently working on securing Corporate Sponsorships to help launch Reading Rules! by the end of the month. We hope you will be among our Corporate Sponsors!

This year, Corporate Sponsor donations will be invested in the purchase of Children's Books, Teen Literature, E-Books, Academic Supplies, Educational Prizes, Laptops, Kindles, Bicycles, Gift Cards, and Reading Rules Diplomas that will be issued to over 2,000 Champion Readers!

Every youth participant who completes Reading Rules! will receive an honorary Diploma and an invitation to attend Mayor Byron W. Brown's 2020 Virtual Graduation Ceremony on Saturday, August 29, 2020 (9am – Noon). The name of every youth participant who receives a Reading Rules Diploma will be announced during

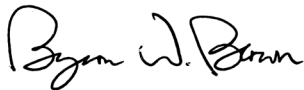


the Virtual Ceremony, which will be Live Streamed on the City of Buffalo's Website and watched by thousands of our Champion Readers and their families.


The enclosed packet features important details about the benefits of becoming a Corporate Sponsor of Reading Rules! If you have any questions about the Sponsor benefits and tiers, or you would like to make an in-kind donation, please contact Judith Sperry, Development Director of the Buffalo PAL at 716-432-1850 or email: jsperry@city-buffalo.com.

In closing, we know this is a difficult time for everybody, but together, we will make it through successfully. Thank you, in advance, for your kind consideration and ongoing support. We look forward to partnering with you to help achieve the goal of witnessing "Today's Readers become Tomorrow's Leaders". We are Buffalo Strong. God bless you and God bless the City of Buffalo."

Sincerely,



Byron W. Brown
Mayor



Otis T. Barker
Commissioner



Nekia Kemp
Executive Director



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MAYOR BYRON W. BROWN'S 19TH ANNUAL READING RULES!

2020 KID'S SUMMER READING CHALLENGE & VIRTUAL AWARDS CEREMONY

for Students in Grades K-12

CORPORATE SPONSORSHIP TIERS:

TITLE SPONSOR	\$5,000	BOOKWORM SPONSOR	\$1,500
SCHOLAR SPONSOR	\$2,500	HONOR ROLL SPONSOR	\$500

SPONSORSHIP BENEFITS:

- Company Name + LOGO featured on Reading Rules Applications.
- Company Name + LOGO featured on Reading Rules Flyers.
- Company Name + LOGO featured on Reading Rules Diplomas that will be issued to Champion Readers.
- Company Name + LOGO featured on City of Buffalo's Website.
- Company promoted on Mayor Byron W. Brown's Social Media Platforms (Facebook, Instagram, Twitter).
- Company is invited to feature an Advertisement and a "Video Message" during Mayor Byron W. Brown's Virtual Awards Ceremony that will take place on Saturday, August 29, 2020 (9am – Noon) and Live Streamed on www.buffalony.gov.
- Company is Honored as a Sponsor of Children's Books, Teen Literature, E-Books, Educational Prizes, Academic Supplies, Bicycles, and Gift Cards.
- Company is featured on Buffalopal.com and PAL Social Media Platforms (Facebook, Instagram, Twitter).

IN-KIND DONATIONS:

To inquire about making In-Kind donations in the form of Gift Cards and Gift Certificates, please contact Judy Sperry at 716-432-1850 or email: jsperry@city-buffalo.com

The Police Athletic League of Buffalo, Inc. is a 501(c)(3) not-for-profit corporation.
NYS Charity Registry # 05-42-31 / Federal Tax ID #16-1468698

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2020 KID'S SUMMER READING CHALLENGE & VIRTUAL AWARDS CEREMONY
for Students in Grades K-12

CORPORATE
SPONSORSHIP
FORM:

TITLE SPONSOR	\$5,000
SCHOLAR SPONSOR	\$2,500
BOOKWORM SPONSOR	\$1,500
HONOR ROLL SPONSOR	\$500

Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Sponsorship Tier: _____ Sponsorship value: \$_____

Signature _____

Sponsorship Check is Enclosed Please e-mail an Invoice

Please submit your Sponsorship form & EPS LOGO by Monday, June 1, 2020 to:

Judy Sperry at: jsperry@city-buffalo.com

Please make your Sponsorship Check Payable to, and Mail to:
 POLICE ATHLETIC LEAGUE OF BUFFALO, INC.
 65 Niagara Square, 21st Floor
 Buffalo, NY 14202
 Telephone: 716-432-1850
buffalopal.com

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