



February 2023,

Greetings,

Summer reading programs are proven to help young people long after summer is over, and that is why I am writing to encourage you to support my popular Reading Rules! Kids Summer Reading Challenge, as well as our Annual Reading Rules! Awards Ceremony. Summer reading is very important to the health and wellness of our young people, and we must continue to collaborate on ways to keep our students academically engaged during the summer months. Reading Rules! does just that.

Today, I'm pleased to announce, in partnership with the City of Buffalo's Department of Community Services and Recreational Programming and the Police Athletic League of Buffalo, the 2023 Reading Rules! Kid's Summer Reading Challenge. Between May and August of this year, City of Buffalo students in grades K-12 will be asked to commit to reading five books and writing five book summaries to achieve the goal of becoming Champion Readers. Upon successful completion, each reader, along with their family members, will receive an invitation to attend my Reading Rules! Awards Ceremony, which is scheduled for Saturday, August 26, 2023, from 10:00 AM – Noon, at the Buffalo Niagara Convention Center, located at 153 Franklin Street in Buffalo.

I launched the Reading Rules! initiative in 2001 when I learned that many local students were testing far below the New York State average in English Language Arts and Literacy. To date, nearly 28,000 students from the City of Buffalo have improved their literacy proficiency skills by successfully completing Reading Rules! As we continue to build on the equitable and inclusive programs that provide our young people with more opportunities to grow, to learn, and to explore their talents and imagination, I hope you'll consider partnering with us again, or for the very first time.

The enclosed sponsorship packet features a variety of ways you can help support Reading Rules! Please note that the deadline for LOGO submission is Friday, April 14, 2023. Thank you, in advance, for your kind consideration and commitment to helping today's young readers become tomorrow's leaders.

Sincerely,

A handwritten signature in black ink that reads 'Byron W. Brown'. The signature is written in a cursive style with a large, prominent 'B' at the beginning.

The Honorable Byron W. Brown  
Mayor of Buffalo, NY



## JOIN US IN CELEBRATION OF MAYOR BYRON W. BROWN'S READING RULES! KIDS SUMMER READING CHALLENGE

MAYOR BYRON W. BROWN INVITES YOU TO BECOME A SPONSOR OF THE 2023  
READING RULES! KIDS SUMMER READING CHALLENGE & AWARDS CEREMONY  
FOR 2,000 CHAMPION READERS AND THEIR FAMILIES

**SATURDAY, AUGUST 26, 2023 • 10:00 AM – NOON**  
**THE BUFFALO NIAGARA CONVENTION CENTER**

### \$10,000 PRESENTING SPONSOR



- LOGO featured on 2,000 Reading Rules Diplomas that are awarded to Champion Readers on Saturday, August 26th, 2023 at the Buffalo Niagara Convention Center.
- VIP Reserved Table at Mayor Brown's Awards Ceremony.
- LOGO featured on 2,000 Reading Rules T-Shirts.
- Company Signage featured on Main Stage during Mayor Brown's Awards Ceremony.
- Invitation to Table + Distribute Company Marketing Materials to Families.
- Company LOGO featured on Signage at Mayor Brown's Awards Ceremony for Champion Readers on August 26th, 2023 at the Buffalo Niagara Convention Center (10am – Noon).
- Invitation to Speak at Mayor Brown's Press Conference for Reading Rules!
- Company promoted on all City of Buffalo government communication platforms, including social media.

### \$5,000 BREAKFAST & BEVERAGE SPONSOR

- Company Signage featured at Breakfast Sandwich, Fruit, Snack, & Beverage Stations.
- Company LOGO featured on 2,000 Reading Rules T-Shirts.
- Company LOGO featured on Signage at Mayor Brown's Awards Ceremony for Champion Readers on Saturday, August 26th, 2023 at the Buffalo Niagara Convention Center (10am – Noon)
- Invitation to Table + Distribute Company Marketing Materials to Families.
- Invitation to speak at Mayor Brown's Press Conference for Reading Rules!
- Company promoted on all City of Buffalo government communication platforms, including social media.



## \$2,500 PRIZE STATION SPONSOR

- Company Signage featured at Academic Prize Station, Electronic Prize Station, and Bicycle Stations.
- Company LOGO featured on Signage at Mayor Brown's Awards Ceremony for Champion Readers on Saturday, August 26th, 2023, at the Buffalo Niagara Convention Center (10am – Noon)
- Company LOGO featured on 2,000 Reading Rules T-Shirts.
- Invitation to Table + Distribute Company Marketing Materials to Families.
- Company promoted on all City of Buffalo government communication platforms, including social media.

## \$1,500 BOOK NOOK & BOOK GIVEAWAY SPONSOR

- Company Signage featured at the 'Book Nook' where FREE Books will be distributed for Kids & Teens to take home and read!
- Company LOGO featured on Signage at Mayor Brown's Awards Ceremony for Champion Readers on Saturday, August 26th, 2023, at the Buffalo Niagara Convention Center (10am – Noon)
- Company LOGO featured on 2,000 Reading Rules T-Shirts.
- Company promoted on all City of Buffalo government communication platforms, including social media.

## \$500 KIDS ACTIVITY STATION SPONSOR

- Company Signage featured at the Kids Activity Stations.
- Company LOGO featured on Signage at Mayor Brown's Awards Ceremony for Champion Readers on Saturday, August 26th, 2023, at the Buffalo Niagara Convention Center (10am – Noon)
- Company promoted on all City of Buffalo government communication platforms, including social media.

## \$250 LOVE OF LITERACY SPONSOR

- Company LOGO featured on Signage at Mayor Brown's Awards Ceremony for Champion Readers on Saturday, August 26th, 2023, at the Buffalo Niagara Convention Center (10am – Noon)
- Company promoted on all City of Buffalo government communication platforms, including social media.

MAYOR BYRON W. BROWN'S

READING

2023

SUMMER READING CHALLENGE

2023

RULES!



SPONSORSHIP TIERS:

- \$10,000** PRESENTING SPONSOR / **SOLD!**    **\$1,500** BOOK NOOK & BOOK GIVEAWAY SPONSOR
- \$5,000** BREAKFAST, SNACK, & BEVERAGE SPONSOR    **\$500** KIDS ACTIVITY STATION SPONSOR
- \$2,500** PRIZE STATION SPONSOR    **\$250** LOVE OF LITERACY SPONSOR

**IN-KIND DONATIONS:** Please contact Nekia Kemp about making a donation in the form of Gift Cards, Gift Certificates, Arts/Activity Passes, or Raffle Prizes email: [nkemp@buffalony.gov](mailto:nkemp@buffalony.gov) or call 716-851-4615.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Tier: \_\_\_\_\_ Sponsorship value: \$ \_\_\_\_\_

- Sponsorship Check is Enclosed
- Please Email an Invoice

**PLEASE SUBMIT YOUR SPONSORSHIP FORM & EPS LOGO BY APRIL 14, 2023**  
to Nekia Kemp at: [nkemp@buffalony.gov](mailto:nkemp@buffalony.gov)

**PLEASE MAKE YOUR CHECK PAYABLE TO, AND MAIL IT TO:**

POLICE ATHLETIC LEAGUE OF BUFFALO, INC.  
Mail to: PAL, 65 Niagara Square, 21st Floor, Buffalo, NY 14202

The Police Athletic League of Buffalo, Inc. is a 501(c)(3) not-for-profit corporation.  
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