

MAYOR BYRON W. BROWN'S

READING

2024

SUMMER READING CHALLENGE

2024

RULES!

January 2024

Greetings,

Literacy is the foundation for all learning, and it is absolutely essential that as a community we continue to work together on ways to ensure that all students learn how to read and have the resources to thrive. Summer reading, in particular, is important to the health and wellness of our young people, and as we continue to collaborate on ways to keep our students academically engaged, I invite you today to support my impactful summer literacy program, called Reading Rules! Kids Summer Reading Challenge, as well as our Annual Reading Rules! Awards Ceremony.

In partnership with the City of Buffalo's Department of Community Services and Recreational Programming, the Police Athletic League of Buffalo and Buffalo Public Schools, the 2024 Reading Rules! Kid's Summer Reading Challenge will take place between May and August. 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 one of my Champion Readers.

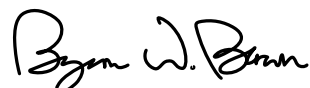
Upon successful completion, each reader, along with their family members, will receive an invitation to attend my Reading Rules! Awards Ceremony, which is scheduled for Saturday, September 7, 2024, from 10:00 AM – Noon, at the Buffalo Niagara Convention Center, located at 153 Franklin Street in Buffalo.

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, more than 29,000 students from the City of Buffalo have improved their literacy proficiency skills by successfully completing the Reading Rules challenge, while at the same time, discovering that reading can be fun, exciting, and rewarding!

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!

Thank you, in advance, for your kind consideration and commitment to helping today's young readers become tomorrow's leaders.

Sincerely,



The Honorable Byron W. Brown
Mayor, city of Buffalo



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 2024
READING RULES! KIDS SUMMER READING CHALLENGE & AWARDS CEREMONY
FOR 2,000 CHAMPION READERS AND THEIR FAMILIES**

**SATURDAY, SEPTEMBER 7, 2024 • 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.
- 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.
- 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.
- 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.
- 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.
- Company Logo featured on 2,000 Reading Rules T-Shirts.
- Company promoted on all City of Buffalo government communication platforms, including social media.
- Company tabling opportunity at the event (Must notify us by June 3, 2024).

\$550 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.
- Company promoted on all City of Buffalo government communication platforms, including social media.
- Company tabling opportunity at the event (Must notify us by June 3, 2024).

\$300 LOVE OF LITERACY SPONSOR

- Company Logo featured on Signage at Mayor Brown's Awards Ceremony for Champion Readers.
- Company promoted on all City of Buffalo government communication platforms, including social media.

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READING

2024

SUMMER READING CHALLENGE

2024

RULES!

SPONSORSHIP TIERS:

\$10,000 PRESENTING SPONSOR

\$1,500 BOOK NOOK & BOOK GIVEAWAY SPONSOR

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

\$550 KIDS ACTIVITY STATION SPONSOR

\$2,500 PRIZE STATION SPONSOR

\$300 LOVE OF LITERACY SPONSOR

IN-KIND DONATIONS: Please contact the Director of Development, Lindsey Taylor at LLTaylor@buffalony.gov or call 716-851-4615 about making a donation in the form of Gift Cards, Gift Certificates, Arts/Activity Passes, or Raffle Prizes.

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 & HIGH RESOLUTION LOGO BY THURSDAY, MARCH 28, 2024

to Lindsey Taylor, Director of Development at: LLTaylor@buffalony.gov

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

POLICE ATHLETIC LEAGUE OF BUFFALO, INC.

Mail to: Police Athletic League of Buffalo, 65 Niagara Square, 21st Floor, Buffalo, NY 14202

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