



DOLLY PARTON'S IMAGINATION LIBRARY

SPONSORSHIP OPPORTUNITY

ABOUT THE PROGRAM

Dolly Parton's Imagination Library is a book gifting program that mails free, age-appropriate, high-quality books to children from birth until they begin school, no matter their family's income.



WHY IT MATTERS

- Children who are not reading at grade level by 3rd grade are four times more likely to drop out of school.
- 80% of low-income students are not reading at grade level by 4th grade.

SUCCESS TO DATE

Launched in November of 2015 with the generous support of community funders like you, The Dolly Parton's Imagination Library Team has been able to:

- Mail more than 85,000 books to Linn County Children to date.
- Register over 4,100 local children county-wide, including more than 2,600 children actively enrolled now.

AND— Early studies show this investment is working. According to 2018-2019 Greater Albany Public Schools Kindergarten Readiness Scores, participants enrolled in DPIL for 18 months or more increased:

Length in Program (# of students)	Upper Letter Recognition (% better than non-DPIL)	Lowercase Letter Recognition (% better than non-DPIL)	Letter-Sound Recognition (% better than non-DPIL)
>1.5 years (137)	15.7%	13.1%	33.3%
> 3.0 years (40)	25.2%	18.7%	63.9%



UNITED WAY INVESTS IN BRIGHT BEGINNINGS

SUPPORT EARLY CHILDHOOD LITERACY NOW

EXPENSES

Item	2019-2020	2020-2021	2021-2022	Total
Sustaining Program Costs	\$2,500	\$2,500	\$2,500	\$7,500

RECOGNITION

United Way is committed to finding recognition tactics that align with your organization’s marketing ethos. We are happy to discuss alternative ways to recognize your organization for your generous sponsorship.

- Name and Logo recognition alongside national brands on all materials (online, promotional materials, social media, etc.).
- Early consideration for other United Way sponsorship initiatives around early childhood literacy and/ or education .

AGREEMENT

Organization Name

Primary Contact Name

Email Address

Phone Number

- Single Year Sponsorship -- \$2,500
- Capacity Builder Sponsorship -- \$7,500

Upon agreement, United Way will work closely with your organization to create a billing schedule over the length of your sponsorship.

Signature

Date