

Loonies for Literacy Sponsorship Package 2022

Loonies for Literacy is an initiative to celebrate the books and stories students love

Partnering with local authors, community members, and Calgary Board of Education (CBE) schools, EducationMatters is raising funds to invest into school literacy programs for Calgary Public Schools, while also generating awareness of the fundamental importance of literacy.

The initiative kicks off on World Book Day - April 23rd. The campaign will run through the month of May until June 3rd with students raising funds for their own school.

To make literacy more equitable across the city, for every dollar raised by a school during this campaign, another dollar will be provided to a school in need through contributions from community partners like yourself.

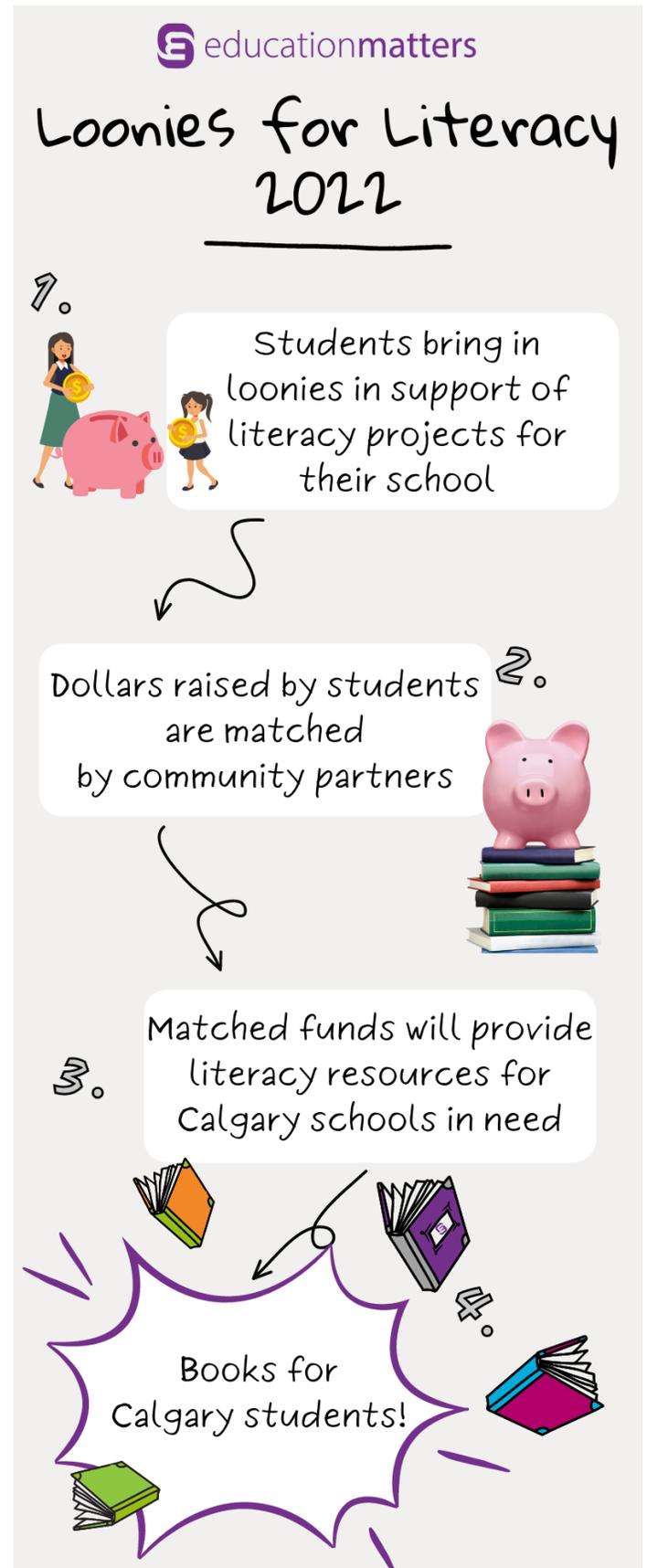
The funds raised by Loonies for Literacy will be used towards literacy programs, including but not limited to:

- Books for school libraries
- E-books or e-learning resources
- Early learning resources
- Decodable texts to help students who are struggling to read

Learning to read opens up a new world of information, imagination, and communication; literacy is essential to developing self-esteem, an understanding of the world, and one's place in it. Please join us in ensuring that no student falls behind.

For more information please contact:

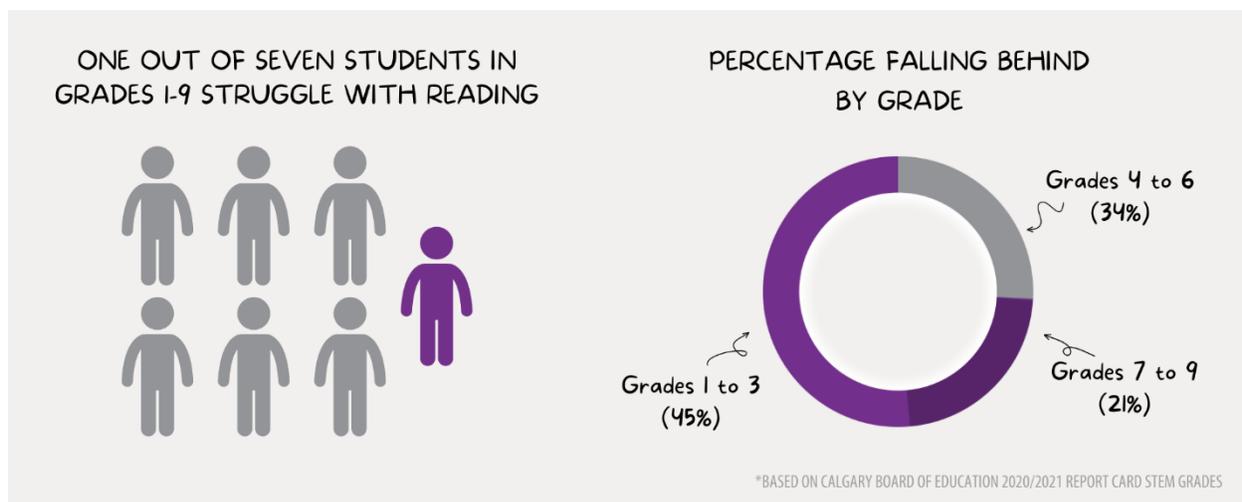
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We need to act now

Kindergarten to Grade 4 are formative years for students. The skills learned in their first five years of education set the foundation for everything that follows. By Grade 5, students have typically moved past 'learning to read' and have transitioned to 'reading to learn'; at this point reading fluency and comprehension are critical to success in all other areas of their education, and students who have fallen behind, tend to struggle throughout the rest of their academic experience.

Many factors contribute to students falling behind from learning differences, to language barriers, to socioeconomic challenges – Loonies for Literacy sponsorship dollars will provide support for students in need of a hand up in their education to help them find success in school.



COVID-19 has disrupted every aspect of our lives, and it is also compounding the learning gap. **Pandemic disruptions in children's learning are forecasted to cause a 30% increase in socioeconomic skills gaps¹**; this is on top of the existing data that identifies **that children in lower income neighbourhoods have almost double the chance of being behind in early development skills than children in higher income neighbourhoods²**.

Nearly half of Canadian adults have below desired literacy skills for a modern knowledge-based economy.³ Investing in students now will help to close the gap over time and give all students similar opportunities for success as they move through their time in school. This is an investment in their future and our community's future; when all of our young people are able to reach their potential, we all benefit.

¹ Research Group on Human Capital and Department of Economics, School of Management, Université du Québec à Montréal

² Pan-Canadian Public Health Network

³ Deloitte LLP. An Economic Overview of Children's Literacy in Canada

Potential Sponsorship Reach

EducationMatters Social Media

Twitter:

3588 followers

Average 10.57% engagement rate

Facebook:

967 likes, 1069 followers

Average 2.46% engagement rate

Instagram:

1365 followers

Average 1.84% engagement rate



Calgary Board of Education Social Media

Twitter: 17,065 followers

Facebook: 414 likes, 519 followers

Instagram: 400 followers

EducationMatters Newsletter

Open Rate - 40% (~5,000 subscribers)

Potential Student Impact:

247 Schools

More than 125,00 students

Sponsorship Levels



Title Sponsor - Only one (1) opportunity at this level

\$25,000

- Provides naming designation and first right to refusal for future years of Loonies for Literacy
- “Presented by” designation on all online and printed materials
- Included in all potential advertising spots – radio, tv, digital
- Included feature in EducationMatters 2022/2023 Report to Community
- Ability to write a blog for the EducationMatters website detailing why they are giving and share more about their organization
- Logo included on all bookplates which will be placed inside books purchased through Loonies for Literacy
- Name and logo included on EducationMatters website under Loonies for Literacy sponsors



Imagination Level

\$10,000

- Matches student-raised donations up to \$10,000 and will be used to support literacy initiatives for schools in need
- Included on all printed materials for in-school and community promotion
- Logo on 250 bookplates which will be placed inside books purchased through Loonies for Literacy
- Specific mention and thank you in EducationMatters 2022/2023 Report to Community
- Name and logo included on EducationMatters website under Loonies for Literacy sponsors
- Specific social media thank you for contributing on Twitter, Facebook, LinkedIn, and an Instagram post



Exploration Level

\$5,000

- Matches student-raised donations up to \$5,000 and will be used to support literacy initiatives for schools in need
- Logo on 100 bookplates which will be placed inside books purchased through Loonies for Literacy
- Specific mention and thank you in EducationMatters 2022/2023 Report to Community
- Name and logo included on EducationMatters website under Loonies for Literacy sponsors



Discovery Level

\$1,000

- Matches student-raised donations up to \$1,000 and will be used to support literacy initiatives for schools in need
- Logo 20 bookplates which will be placed inside books purchased through Loonies for Literacy
- Name and logo included on EducationMatters website under Loonies for Literacy sponsors
- One social media thank you on Instagram stories