



## Support the Alliance for Literacy 'Hooked on Books' campaign ...Reel kids into reading

**The Alliance for Literacy** is a group of students, teachers, schools, libraries, local organizations and businesses working together to get kids hooked on books. Too many children in our community fail to learn to read proficiently in the early grades. If reading remains difficult, students do not read independently and lack the hours of practice needed for mastery.

- 40% - 50% of Santa Fe public school students drop out before graduation
- New Mexico is ranked 48<sup>th</sup> in the nation in literacy
- 3,000 students drop out of school every day in America

**Our goal:** To create incentives that get kids hooked on reading and to get the whole community supporting literacy. This campaign is reaching out to every school in Santa Fe County.

**You can support literacy in Santa Fe by making a donation or sponsoring a bookshelf.**

**Make a Donation to the Alliance for Literacy:** 100% of your donation goes directly towards providing books, tutoring services and prizes for reading competitions. You can also choose to donate a prize or prizes for a campaign reading competition i.e. iPad, iPod, Kindle, gift cards, laptop, scooter, skateboard.

### **Pulitzer Prize – Donations \$1,000 or more**

Benefits of partnership include:

- Name and logo recognition as an Official Sponsor of the Alliance for Literacy Campaign. Name and logo featured on our website and Facebook page.
- Advertising on all flyers and published materials used for the campaign. Flyers reach every Santa Fe Public and private school student.
- Recognition in local newspaper thank-you ads.

### **National Best Seller – Donation \$500-\$1000**

Benefits of partnership include:

- Name and logo recognition on the Alliance for Literacy website and Facebook page.
- Recognition on flyers featuring prizes and services purchased with your donation.
- Recognition in local newspaper thank-you ads.

### **First Edition – Donation \$50 - \$499**

Benefits of partnership include:

- Recognition on the Alliance for Literacy website and Facebook page.
- Recognition on flyers featuring prizes and services purchased with your donation.
- Recognition in local newspaper thank-you ads.

### **Sponsor a Bookshelf & Advertise Your Business:**

Free-access bookshelves will be placed in prominent locations where families wait with their children, such as:

- Urgent Care & SF Family Health
- St. Vincent's Emergency Room
- SF County Health - Women, Infants & Children
- Municipal Court, South Side
- Genoveva Chavez Center
- Hopewell Community Center
- Villa Allegre Family Community Center
- Department of Motor Vehicles

### **Bookshelf Sponsorship** –one calendar year, 2012:

- \$500 - Alliance volunteers will check and restock the bookshelf when needed.

Each bookcase will have an 18" x 5" sign with your business name, and contact information in the following manner (you can also add your website and logo):

Proud Sponsor of the Alliance for Literacy Your Business name here 424-2222    www.yourwebsite.com
--

### **Please send your contributions to:**

SFSAS /Alliance for Literacy  
c/o Santa Fe School for the Arts & Sciences  
5912 Jaguar Drive, Santa Fe, NM 87507

Contact Rayna Dineen at (505)438-8585 or [allianceforliteracy@yahoo.com](mailto:allianceforliteracy@yahoo.com). Visit our website [www.nmallianceforliteracy.org](http://www.nmallianceforliteracy.org) for more information.