



# Sponsorship Packet

# About Literature Matters

Literature Matters was founded in 2021 with a simple but powerful mission: to increase access to diverse books while creating meaningful literacy experiences for children and families. Established during a time when communities were seeking connection and inspiration, the organization has grown into a thriving literacy initiative that celebrates diverse voices, promotes representation, and encourages a lifelong love of reading. Through annual literacy festivals, community outreach, and book distribution programs, Literature Matters creates opportunities for children to engage with stories that reflect the richness of their cultures and experiences.

Since its founding, Literature Matters has distributed more than **4,000 books**, maintained **100 percent diverse author participation**, and achieved an impressive **84 percent increase in community engagement and outreach**. Our events bring together local and nationally recognized authors, educators, families, volunteers, and community partners to celebrate literacy through interactive experiences, author readings, student performances, cultural arts, and family centered activities. These experiences help create positive reading memories while strengthening connections between books, learning, and community.

At its heart, Literature Matters is about representation, opportunity, and impact. We are committed to creating spaces where diverse authors are celebrated, children see themselves reflected in literature, and families have access to the resources needed to support literacy at home. By investing in books, educational experiences, and community partnerships, Literature Matters is helping build the next generation of readers, leaders, and lifelong learners.

# Community Impact



Literature Matters was founded on the belief that every child deserves access to stories that reflect their culture, experiences, and potential. Research shows that students are more engaged and demonstrate stronger reading comprehension when they encounter culturally relevant literature that reflects their identities and lived experiences. Yet national reading data continues to reveal significant achievement gaps, particularly among Black and Hispanic students. Literature Matters works to address these disparities by connecting children with diverse books, authors, and literacy experiences that foster confidence, belonging, and academic growth.

Our programming creates opportunities for children and families to engage with stories that celebrate a wide range of cultures, perspectives, and voices. Through literacy festivals, book distributions, classroom initiatives, and author engagement, we help ensure that young readers can see themselves represented in the books they read. By providing access to diverse literature and positive reading experiences, we encourage stronger literacy habits and a deeper connection to learning.

At a time when access to culturally representative books is increasingly challenged, Literature Matters remains committed to creating welcoming spaces where every child can discover the joy of reading. We support both young readers and diverse authors by elevating stories that inspire understanding, empathy, and community connection. Through these efforts, we are helping build a future where literacy serves as a bridge to opportunity, representation, and lifelong success.



# Our Programs

## **Classroom Literacy Program (CLP)**

The Literature Matters Classroom Literacy Program supports educators by providing classroom sets of diverse books that engage students and enrich learning. Each participating classroom receives books for every student, along with additional copies to strengthen classroom libraries and support future instruction. By equipping teachers with culturally relevant literature, we help foster reading confidence, meaningful classroom discussions, family engagement, and academic growth. This program invests in both students and educators, creating inclusive learning environments where every child can see themselves reflected in the stories they read while building the skills needed to become lifelong readers and learners.



## **Community Book Distribution Program**

The Literature Matters Community Book Distribution Program increases access to diverse, high quality books for children and families throughout the communities we serve. Through literacy festivals, school partnerships, community events, and outreach initiatives, we provide free books that reflect a variety of cultures, experiences, and perspectives. Since our founding, Literature Matters has distributed more than 4,000 books, helping children build home libraries, strengthen literacy skills, and develop a lifelong love of reading. Our goal is simple: ensure every child has access to books that inspire, empower, and create opportunities for success.

# Sponsor Levels

## Platinum Sponsor: \$10,000

- Up to 30 second promotional video on social media (ie. Instagram, Facebook, X, & LinkedIn)
- Sponsor logo placement on LM website, all email blast for a year written as “Platinum Sponsor”
- Sponsor logo placement on all advertisement for festival/ event
- “Thank You” post on social media (ie. Instagram, Facebook, X, & LinkedIn)
- E-Newsletter recognition

## Gold Sponsor: \$7,000

- Sponsor logo placement on LM website, written as “Gold Sponsor”
- Sponsor logo placement on LM Banner for festival/ event
- “Thank You” post on social media (ie. Instagram, Facebook, X, & LinkedIn)
- E-Newsletter recognition

## Silver Sponsor: \$5,000

- Sponsor logo placement on LM website, written as “Silver Sponsor”
- “Thank You” post on social media (ie. Instagram, Facebook, X, & LinkedIn)
- E-Newsletter recognition

## Bronze Sponsor: \$1,000

- “Thank You” post on social media (ie. Instagram, Facebook, X, & LinkedIn)
- E-Newsletter recognition



# Commitment Form

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS  
\_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**Please check the desired level of sponsorship:**

Platinum Sponsor: \$15,000

Gold Sponsor: \$7,000

Silver Sponsor: \$5,000

Bronze Sponsor: \$1,000

Other: \_\_\_\_\_



**Payment Option:**

Card

Check

Digital: PayPal Link or QR Code

**Make checks payable to: Literature Matters**

Mail checks to:

Literature Matters  
14317 Potranco Rd  
Suite 205-1003  
San Antonio, TX 78245

Memo Line: Donation

**Email completed form to:** [info@literaturematters.org](mailto:info@literaturematters.org)