

## Why become an A-B-C Sponsor?

Read Across America Day supports reading and literacy and provides great exposure for your business or organization!

Last year, nearly 1,000 children from pre-school through elementary school came to Lincoln Square for Read Across America Day. And they didn't come alone – they brought family and friends.



To commemorate Dr. Seuss's birthday and to encourage families to read together at home, we plan to send every child home with a free bookbag and a new book. Your gift will make this possible.

## A-B-C Sponsorship Levels

### A \$500 contribution

Your name will go on promotional material distributed throughout Champaign County schools and daycare centers. Plus, your logo will be included on the 1,000 free book bags to be given to children who participate. Your organization will receive post event recognition.

### B \$250 contribution

Your name will go on promotional material and canvas book bags. Your organization will receive post event recognition.

### C \$100 contribution

Your name will appear in post event acknowledgements.

**Note: We will also accept many "Gifts-in-Kind." Please call and we'll be happy to discuss some options.**

## Special thanks to last year's sponsors:

### A Sponsors

- Orange Krush
- Urbana Public Arts Program
- Altrusa Int'l of C-U, Illinois, Inc.
- Child Care Resource Service
- Fluid Events
- Joy George
- The News-Gazette
- Parkland College

### B Sponsors

- Champaign Urbana MTD
- East Central Illinois Association for the Education of Young Children
- O'Brien Auto Park of Urbana
- Regions 8 & 9 IEA-NEA and IEA-NEA Retired
- Rotary Club of Champaign
- University of Illinois Extension
- Urbana Adult Education
- Urbana Education Association
- Rotary Club of Urbana

### C Sponsors

- Dr. Chifan Cheng and Dr. Vickie Hemann
- First Federal Savings Bank of Champaign-Urbana
- Illini Reading Council
- Carter's Furniture
- CU Sunrise Rotary Club
- Rotary Club of CU Illini After 5
- Rotary Club of Mahomet



Thanks to our sponsors, every child who attends receives a brand new book.

Photos by  
Ashleigh Martin  
& Sheri Langendorf

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**READ ACROSS AMERICA DAY**  
**Saturday, March 1, 2014**  
**10 AM - 1 PM**  
**Lincoln Square, Urbana**

**2008 National Winner of  
NEA's Best Sponsored Event**

SP31179

# Read Across America Day

Read Across America Day has become the nation's largest reading event. All across the country, young children and their families will come together to hear stories, meet their favorite book characters, and participate in **FUN** activities.



Readers from Rotary Clubs and other agencies read to children throughout the mall. Stories are read in different languages, too.



Kate Kuper and other celebrities entertain children from the main stage. Celebrity greeters welcome families as they arrive.

## The Read Across America Committee invites you to participate in this year's activities on Saturday, March 1, 2014.

Last year more than 30 community agencies and 100 corporate, community and university student volunteers worked that day to provide literacy-related activities to more than 1000 children and their parents and grandparents. Each agency led a literacy-related activity or game.



Young readers participate in dozens of literacy related activities.

## Last Year's Activities Included:

- Celebrity Readers
- Games
- Make-a-Puppet
- Storytelling
- Making Books
- Toddler Area
- Sensory Learning Activities
- Fishing Game
- Free Learning Materials
- Face Painting
- Newspaper Scavenger Hunt
- Bookmarks
- Stamping Fun

For more information, contact:

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## 2013 Booth Sponsors:

- Altrusa Int'l of C-U, Illinois, Inc.
- Carle Auditory Oral School
- Champaign County Birth to 6 Council
- Champaign County Head Start
- Champaign Public Library & Champaign Douglass Branch Library
- Champaign Unit 4 Pre-K
- Child Care Resource Service
- Community Elements
- Delta Kappa Delta
- Developmental Service Center
- Early Learning
- Illinois Early Intervention Clearinghouse
- Kids 1st Child Care
- KinderCare Learning Center
- Montessori School
- Mothers & More
- National Council of Teachers of English
- Parkland Adult Education
- Parkland College Student Education Association
- Smile Healthy
- The News-Gazette
- The Reading Group
- The Urbana Free Library
- University of Illinois Extension
- University of Illinois Spanish in the Community
- Urbana Early Childhood
- Urbana Park District
- Usborne Books



There are special guests to meet the children.