



Read Aloud Program Sponsorship Package

Read Aloud Program History

The Read Aloud Program began in 1984 as a three-month pilot at one elementary school. In 1986, Charles Hill, then CEO of Westvaco Envelope Division, decided to provide the funding needed to expand the program citywide for students in grades K-4, as Westvaco's gift to Springfield, which was celebrating its 350th birthday. Jim Trelease, author of the best-selling Read Aloud Handbook, helped with the program design, and the program was well-received by schools and community members. Since then, with the support of generous funders, SSV has been able to expand Read Aloud to a five-month program serving students from pre-kindergarten through 5th grade.

Sponsorship Levels

Platinum Sponsor Level- \$25,000 +

Everything below and...

- Featured Display of Corporate Logo on all advertising
- Public Recognition at all Read Aloud Events
- Speaking opportunities at up to two SSV events

Gold sponsor Level- \$15,000

Everything below and

- Acknowledgment in Read Aloud communication and media outreach campaigns

Silver Sponsor Level- \$5,000

Everything below and

- Corporate logo displayed on all Read Aloud materials
- Name or logo displayed on bookplate

Bronze Sponsor Level- \$2,500

- Acknowledgement on Read Aloud page on the SSV website
- Acknowledgment in SSV annual report and SSV Newsletters



Benefits of Sponsorship

- Enrich the lives of up to 12,000 Springfield elementary students annually.
- High visibility and positive exposure before, during and after the five-month program.
- Be part of a program viewed as a model by many other cities and towns.
- Supply 5 new, quality books for participating Pre-K to grade 5 classrooms.
- Provide employees with a fun and easy opportunity to give back, get involved, and support students.
- Help to foster the love of reading in children.

About SSV

Springfield School Volunteers (SSV) is a nonprofit 501(c) (3) organization that has worked to match the resources of the community with the needs of Springfield Public Schools (SPS) since 1969.

Our mission is to promote and facilitate learning-focused community involvement in support of the goals of the Springfield Public Schools.



For More Information

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