



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 48th 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 and has already reached over 1,000 children!

You can support literacy in Santa Fe by making a donation, sponsoring a bookshelf or donating books.

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. bookstore gift certificates, books, iPad, iPod, e readers, 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 at the Peace Jam/Pearson Foundation Award Ceremony
- Recognition in local newspaper thank-you ads.

National Best Seller – Donation \$500-\$999

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 at the Peace Jam/Pearson Foundation Award Ceremony
- 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 have been placed in prominent locations where families wait with their children, such as:

- Urgent Care & Arroyo Chamiso
- St. Vincent’s Emergency Room
- SF County Health - Women, Infants & Children
- CYFD
- Genoveva Chavez Center
- Camino Entrada Pediatric Clinic
- Income Support Division
- DMV & DMV Express

Bookshelf Sponsorship –one calendar year, 2013:

- \$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
 Bee Hive Books
 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. Visit our website www.nmallianceforliteracy.org for more information.