

52 Weeks of Reading



Roanoke City Public Schools (RCPS) is launching **52 Weeks of Reading** for the 2023-2024 school year!

Every Wednesday evening during the school year at 7 p.m. and throughout the summer, families will be encouraged to join their child(ren) for a virtual story time. Discussion questions will be provided to allow families to engage with their child to enhance reading comprehension, critical thinking, and to promote family engagement.

Your support of 52 Weeks of Reading will provide critical funding to support the Booker T. Washington Center for Community Empowerment and Education, which is scheduled to open in 2025.

The vision for the center is to provide the community with a place to strengthen family and community bonds, access information and resources, and promote economic development and mobility.

Become a Sponsor Today!

You will position your organization as an advocate of literacy and public education.

Sponsorship Opportunities	Literacy Superhero \$5,000	Literacy Rockstar \$2,500	Literacy Champion \$1,000	Literacy Ambassador \$500	Friends of Literacy \$25-\$499.99
Number of Sponsorships Available	2	4	8	Unlimited	Unlimited
Participation / acknowledgment at 52 Weeks of Reading kickoff press conference in August.	●				
Acknowledgement in all 52 Weeks of Reading press materials.	●				
Logo featured on all 52 weekly videos.	●				
Logo featured on social media graphics.	●				
Name recognition in all division social media posts about 52 Weeks of Reading.	●	●			
Logo featured on flyers sent home to more than 6,000 elementary students.	●	●			
Logo featured on the 52 Weeks of Reading event homepage on the RCPS website.	●	●			
Name recognition in video description and at the end of each video.	●	●			
Name recognition on 52 Weeks of Reading event homepage on the RCPS website.	●	●	●		
Name recognition in news story on the RCPS website.	●	●	●	●	
Name recognition in RCPS' monthly newsletter that is sent to all families and staff, the Star News.	●	●	●	●	●
Poster to display at your business as proud sponsor of 52 Weeks of Reading.	●	●	●	●	●

