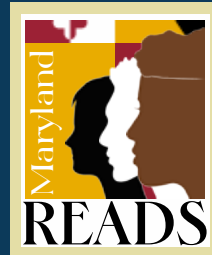


MARYLAND READS

SPONSORSHIP OPPORTUNITIES

Sponsorship of Maryland READS is a 501(c)(3) nonprofit organization and is a unique opportunity to invest in an organization that can help Maryland move farther and faster in overcoming our state's reading crisis.





Partnership Opportunities with Maryland READS

Maryland READS is uniquely positioned to drive literacy forward by supporting policy leaders at the state level while delivering meaningful, on-the-ground support in local communities.

Our dual focus allows us to bridge state policies with practical, community-based solutions, ensuring that the benefits of systemic change reach every corner of Maryland.

Why Sponsor Maryland READS?

Maryland is in the midst of a reading crisis: Our state ranks below the national average in literacy rates, impacting students' futures and workforce readiness.

State leaders are implementing a systemic change initiative to improve reading instruction, grounded in the Science of Reading, but **they have limited capacity**.

Each school district in Maryland, and their local communities, have unique circumstances that require tailored approaches and **they need more support**.

Maryland READS is already making a difference. We are a go to resource for state leaders, educators, district staff, community partners and families.

Supporting Maryland READS will provide the capacity we need to help our state and counties move farther and faster towards ending our reading crisis.



Maryland READS believes that a shift to the Science of Reading that is solely focused on changing classroom instructional practices will only take us so far. In order for Maryland children to reach the proficiency rates that we know they are capable of, research tells us we must focus simultaneously on the following three areas:



Improve Reading Instruction

Elevate research, monitor data on student proficiency rates, inform policy, and broker resources to support the shift to the Science of Reading.



Create Thriving Ecosystems

A reading ecosystem extends beyond the instruction that takes place in the classroom and Maryland READS is building the READ Strong Network to support local communities.



Address Barriers

Identify barriers that prevent students from reading proficiency, elevate the research, and spreadhead solutions. Our first project focuses on the Digital Dilemma.

What We Do



Inform Policy and Implementation



With an established body of work and growing network, Maryland READS is poised to play a critical role in the implementation of Maryland's new literacy policy. Our leadership in advancing literacy aligns directly with the policy's goals, and we are ready to support its rollout, ensuring that every Marylander benefits from a more literate, engaged society.



Create Resources for Education Leaders and Families

Our clear, compelling reporting and public resources available on our website make it easy for families, educators, and policymakers to see the need that exists, monitor progress of our systemic change initiative, and celebrate successes, creating a shared sense of purpose that moves communities forward.



Convene Stakeholders to Advance Community Collaborations



As experts in convening stakeholders, we excel at bringing together educators, community leaders, policymakers, and literacy advocates for **meaningful, solutions-focused discussions**. Through our statewide meetings and regional gatherings facilitated by our READ Strong Network, Maryland READS provides a platform where key voices come together to tackle barriers, share successes, and strategize for the future. We create an inclusive space where diverse perspectives are valued and effective solutions are crafted.

Sponsorship Opportunities and Levels

EVENTS

▶ Annual Statewide Convening

Wednesday, December 11, 2024 - *Turning Words into Action* with Dr. Joshua Michael, Delegate Jared Solomon and Dr. Carey Wright. Other guest confirmations forthcoming.

▶ Monthly Happy Hours

Friday afternoon learning conversations at 3 p.m. for Maryland READS network members on relevant and timely topics with expert discussants.

PUBLICATIONS

▶ The State of Reading in Maryland annual publication

▶ The READS Report monthly newsletter

THE READ STRONG NETWORK

Creating a thriving reading ecosystem in Maryland and throughout our counties.

▶ County Specific Sponsorship

Current Pilots - Baltimore City, Montgomery County, Queen Anne's County

Pending Locations - Kent County and Prince George's County

Additional counties welcome based on local interest.

SPECIAL PROJECTS: TAILORED SPONSORSHIPS

▶ Digital Dilemma

Continue our exploration of recent research focused on how technology is interfering with students' ability to become deep readers and why that matters in our efforts to address Maryland's reading crisis.

▶ Champions for Change in Teacher Preparation Programs (TPP)

Maryland READS seeks to create a Community of Practice (CoP) to support TPP faculty who seek to align their institution's curriculum with the Science of Reading (SoR). Participants will be cultivated to become champions of a curriculum redesign within their institution guided by the expertise of Kerri Valencia, EdD, a Maryland READS board member.

LEVELS

LITERACY
LUMINARY

\$100,000+

2 OFFERED, 1 AVAILABLE
FOR 2025 AND 2026

CHAMPION
OF CHANGE

\$50,000+

TOTAL AVAILABLE 12 - 11
AVAILABLE IN 2026

COMMUNITY
CATALYST

\$25,000

COUNTY
CONNECTOR

\$10,000

READING
ALLY

\$50 - \$9,999

LITERACY LUMINARY

\$100,000+

2 OFFERED, 1 AVAILABLE FOR 2025 AND 2026

EVENTS

- Prominent branding in Annual Statewide Convening meeting materials (invitations, presentations, handouts, etc.)
- An opportunity to provide opening or closing remarks at our annual convening.

PUBLICATIONS

- Featured logo/name placement on the front cover of “The State of Reading in Maryland” report.
- A dedicated page within the annual report to showcase your organization’s commitment to literacy.
- Recognition in every monthly newsletter.

THE READ STRONG NETWORK

- Prominent recognition in all READ Strong Network materials.
- Opportunity to participate in convenings with network leadership in all participating counties (at least one convening per year).

EXCLUSIVE ACCESS & NETWORKING

- Reserved table at our annual convening, 5 reserved registrations to our annual event (likely to reach capacity quickly) and the opportunity to request seating with specific event attendees.
- Opportunity to engage with members of Maryland READS Expert Advisory Committee on a topic of your choice.

DIGITAL & MEDIA RECOGNITION

- Recognition on special donor page on Maryland READS website.
- Placement on all Maryland READS digital materials.
- Acknowledgment in targeted social media posts.
- Recognition in press releases.

TAILORED BENEFITS BASED UPON SPONSOR INTERESTS

CHAMPION OF CHANGE

\$50,000+

TOTAL AVAILABLE 12 - 11 AVAILABLE IN 2026

EVENTS

- Prominent branding in our Annual Statewide Convening meeting materials (invitations, presentations, handouts, etc.)

PUBLICATIONS

- Featured logo/name placement on the front cover of “The State of Reading in Maryland” report.
- A dedicated ½ page within the annual report to showcase your organization’s commitment to literacy.
- Featured “Sponsor of the Month” in our monthly newsletter for the month of your choosing.

THE READ STRONG NETWORK

- Prominent recognition in all READ Strong Network materials.
- Opportunity to participate in at least one convening with one county’s network leadership.

EXCLUSIVE ACCESS & NETWORKING

- 3 reserved registrations to our annual event (likely to reach capacity quickly).
- An opportunity to propose a topic for a monthly happy hour.

DIGITAL & MEDIA RECOGNITION

- Recognition on special donor page on Maryland READS website.
- Placement on all Maryland READS digital materials.
- Acknowledgment in targeted social media posts.

TAILORED BENEFITS BASED UPON SPONSOR INTERESTS

COMMUNITY CATALYST

\$25,000

EVENTS

- Recognition in our Annual Statewide Convening meeting materials (invitations, presentations, handouts, etc.)
- 2 reserved registrations to our annual event (likely to reach capacity quickly).

PUBLICATIONS

- Logo/name placement in “The State of Reading in Maryland” report.
- A dedicated ¼ page within the annual report to showcase your organization’s commitment to literacy.

THE READ STRONG NETWORK

- Recognition in all READ Strong Network materials.

DIGITAL & MEDIA RECOGNITION

- Recognition on special donor page on Maryland READS Website.
- Acknowledgment in targeted social media posts.
- Placement on all Maryland READS digital materials.

TAILORED BENEFITS BASED UPON SPONSOR INTERESTS

COUNTY CONNECTOR

\$10,000

EVENTS

- Acknowledgment at the Annual Statewide Convening as a county/regional sponsor. (Donor selects specific county network they seek to sponsor.)

PUBLICATION

- Logo in the “State of Reading in Maryland” report as a county-specific sponsor.

THE READ STRONG NETWORK

- Acknowledgment in READ Strong Maryland Network materials.

DIGITAL & MEDIA RECOGNITION

- Acknowledgment on Maryland READS county-specific page and donor page.
- Acknowledgment in targeted social media posts.

READING ALLY

\$50 - \$9,999

EVENT

- Acknowledgment in Annual Statewide Convening materials.

PUBLICATION

- Name listed in the State of Reading in Maryland report.

DIGITAL & MEDIA RECOGNITION

- Name on Maryland READS website.
- Acknowledgment in targeted social media post.



Become a Literacy Sponsor Today

Together, we can help Maryland achieve its reading proficiency goals. Your tax-deductible contribution will help Maryland READS support a systemic approach to improving reading instruction and tailor solutions to each county's unique needs.

For more information on how your organization can become a Maryland READS sponsor and to discuss customized packages, contact Trish Brennan-Gac at

trishbrennagac@marylandreads.org

or Andy Purdy at

andypurdy@marylandreads.org.

Maryland Reads is a tax-exempt organization under Section 501 (c)(3) of the Internal Revenue Code. EIN 92-1574563

JOIN US!

Maryland READS is actively recruiting members for our board of directors, strategic advisory committee, and expert advisory committee, as well as partner organizations to join our coalition. Please contact us if you have questions or would like to learn about opportunities to be engaged.

Trish Brennan-Gac, Executive Director

202-360-0165

trishbrennangac@marylandreads.org



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Visit us online at marylandreads.org