



Sponsorship Packet

About the Event

Literature Matters was created in 2021, after the world shut down for a global pandemic. The annual Literature Matters Festival celebrates minority authors from across the nation while also empowering children from all ages, to engage in literacy.

In previous years, Literature Matters highlighted local and national authors and their passion for reading. In a one-year span, LM increased author and community participation by 50%. We do this by celebrating with minority vendors, such as dance teams, local food vendors, balloon artists, discussion panels, and most importantly, children can create positive memories with reading.

This September will be our 4th festival! We are eager to celebrate and highlight authors from around the nation. Literature Matters is about creating a space for minority authors to be seen, while also showing children representation in literacy.



Community Impact



Black and Brown students who participate in the Literature Matters festival will increase their reading comprehension by reading books that culturally reflect their background. When texts are more culturally relevant, this supports students' reader processing, making it easier for them to read, comprehend, and be successful (Christ et. Al., 2018; Ebe, 2010; Hilaski, 2018; McCullough, 2013; Ramirez, 2012). 33% of fourth graders achieved proficiency in reading comprehension on the National Assessment of Educational Progress (NAEP), and just 17% of Black students and 21% of Hispanic students achieved proficiency compared with 42% of White students (NCES, 2022). Literature Matters is working toward closing these gaps by promoting children's experience with books and authors who look, and sound like them.

Currently, books aimed towards Black and Brown culture are becoming banned from public school libraries. According to Johnson, about 25 percent of books are banned for their issues with race, racism, and religious minority content (2024). Due to this censorship, Black and Brown students will not have the opportunity or freedom to read stories that reflect their culture.

If this censorship continues, the excitement and engagement will negatively impact future readers. Literature Matters provides students a safe space outside of school to be excited about stories that reflect them. Additionally, this festival supports authors through inclusion and acceptance by highlighting their books.



Literacy Today



According to the National Center for Education Statistics (NCES), children 13-years-old declined in reading during the 2022-23 academic school year. NCES also mentions, there has been no significant change or increase in reading literacy.

Also, due to the political backlash on diverse books in the U.S. (Burmester & Howard, 2022; Lowery, 2023; Meehan & Friedman, 2023; Nam, 2023), there is a significant decrease in the availability of diverse books in schools and libraries (Burnett, 2022; Cloteaux, 2023; Dunn, 2022; Iati, 2021; Stanford, 2022). This makes it more difficult for Black and Brown children to access culturally relevant books and reap their benefits. Our festival will expand much needed access to culturally relevant books, help bridge the literacy gap, and inspire children to read.

We have multiple sponsorship packages available. Please note, any sponsorship is greatly appreciated. Thank you, for considering Literature Matters. We hope you join us at this year's festival!



#LITERATUREMATTERS

Sponsor Levels

Platinum Sponsor: \$10,000

- 30 second Promotional Video on Social Media Prior to Festival
- Individual Logo Placement on Website, written as “Platinum Sponsor”
- Individual Logo Placement on all advertisement for Festival
- “Thank You” Post on Social Media Following the Festival
- Author’s Party, Check Presentation
- Four tickets to Meet & Greet Authors Party
- LM Festival Meet & Greet with Participants

Gold Sponsor: \$5,000

- Individual Logo Placement on Website, written as “Gold Sponsor”
- Individual Logo Placement on LM Banner
- “Thank You” Post on Social Media Following the Festival
- Author’s Party, Check Presentation
- Two Tickets to Meet & Greet Author’s Party



Silver Sponsor: \$2,500 - \$1,250

- Individual Logo Placement on Website, written as “Gold Sponsor”
- “Thank You” Post on Social Media Following the Festival

Commitment Form

NAME _____

COMPANY _____

ADDRESS

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE _____

EMAIL _____

Please check the desired level of sponsorship:

Platinum Sponsor: \$10,000

Gold Sponsor: \$5,000

Silver Sponsor: \$2,500 - \$1,250

Other: _____

Payment Option:

Card

Check

Digital: PayPal Link or QR Code



Make checks payable to: Literature Matters

Mail checks to:

**Literature Matters
14317 Potranco Rd
Suite 205-1003
San Antonio, TX 78245**

Memo Line: Donation

Email completed form to: info@literaturematters.org