

DOLLY PARTON'S IMAGINATION LIBRARY SPONSORSHIP OPPORTUNITIES & BENEFITS

Dolly Parton's Imagination Library is dedicated to inspiring a love of reading by mailing free books directly to the homes of children from birth to age five. Through a partnership between United Way and the Dollywood Foundation, United Way of Northwest Louisiana provides 60,000 books to 5,000 local children each year.

Currently, any child under five years old living in 71006, 71064, 71103, 71106, 71109, 71111, 71112 zip codes or in Desoto, Natchitoches, Sabine, Red River, and Webster Parishes can participate. Additional funding is needed to enroll all children in Caddo, Bossier, Bienville, and Claiborne Parishes.



The Librarian - \$50,000

- Sponsors 1,000 children for 12 months
- 20 VIP tickets to Celebration of Impact and 20 premier volunteer spots at Day of Caring
- Digital billboard featuring company logo, personalized message, and employee photo to be shared across Caddo/Bossier market
- Featured article in United Way Annual Report, DPIL webpage, DPIL sponsorship announcement press release
- "Sponsored by" web banner and monthly e-newsletter
- Opportunity for company employee(s) to be filmed reading 6 books to be shared via social media, website, and e-newsletter for promotion
- Company logo listed in DPIL monthly e-newsletter, social media, and website
- Featured message in 3 DPIL monthly e-newsletters sent to all participating families in the program
- Personalized video to be shared on social media. Highlight example:
https://www.tiktok.com/@unitedwaynwla/video/7153325951424957742?is_copy_url=1&is_from_webapp=v1

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Curator Sponsor - \$25,000

- Sponsors 500 children for 12 months
- 16 VIP tickets to Celebration of Impact and 16 premier volunteer spots at Day of Caring
- Digital billboard featuring company logo and personalized message to be shared across Caddo/Bossier market
- Opportunity for company employee(s) to be filmed reading 3 books to be shared via social media, website, and e-newsletter for promotion
- Large logo featured in United Way Annual Report as DPIL sponsors
- Company logo listed in DPIL monthly e-newsletter, social media, and website
- Featured message in 3 DPIL monthly e-newsletters sent to all participating families in the program

Scholars Sponsor - \$10,000

- Sponsors 200 children for 12 months
- 12 VIP tickets to Celebration of Impact and 12 premier volunteer spots at Day of Caring
- Digital billboard featuring company logo to be shared across Caddo/Bossier market
- Opportunity for company employee(s) to be filmed reading 2 books to be shared via social media, website, and e-newsletter for promotion
- Large logo featured in United Way Annual Report as DPIL sponsors
- Company logo listed in DPIL monthly e-newsletter, social media, and website

Patron Sponsor - \$5,000

- Sponsors 100 children for 12 months
- 8 VIP tickets to Celebration of Impact and 8 premier volunteer spots at Day of Caring
- Shared digital billboard with other Patron Sponsors to be shared across Caddo/Bossier market
- Opportunity for company employee(s) to be filmed reading 1 book to be shared via social media, website, and e-newsletter for promotion
- Company name listed in DPIL monthly e-newsletter, social media, and website