



MINNESOTA

SPONSOR A CLINIC

Overview of Reach Out and Read Minnesota

- Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.
- Our objective is to provide all children with a strong foundation; cognitively, socially, physically, and emotionally, giving them the best possible start to life.
- At well-child checkups for children five and under, primary care providers share literacy advice with parents and give new, developmentally, linguistically, and culturally appropriate books to children.
- Our program is endorsed by the American Academy of Pediatrics and is proven to improve children's early language development.
- Our reach is impressive, serving nearly 165,000 children, five years of age and under, at 288 sites across the state.
- Our sites are hospitals, community health centers, and private practices - medical clinics, many of which serve low-income households, families of color, families who speak a home language other than English, and other historically marginalized groups.



Why sponsor a clinic?

- Not all of our sites have the funding they need to support their Reach Out and Read program for the short and long terms. That's where you can help!
- By sponsoring 1 or more of our 280+ sites, you will make a long-lasting impact by:
 - Ensuring the site has 100% of the funding and resources it needs to deliver a high-quality Reach Out and Read intervention, thus maximizing the outcomes for the recipient children and families.
 - Allowing our medical providers to focus on consistent, high-quality delivery of the Reach Out and Read intervention and supporting families – where their expertise lies – instead of concentrating on fundraising.

What's included in a sponsorship?

- Your sponsorship will cover **100% of the site's annual costs** to deliver their Reach Out and Read program, including:
 - 100% of the books they need for a full year (one book per well-child visit).
 - 100% of early literacy materials a site uses, including bookmarks, literacy posters, and other learning resources
 - All other costs including training, technical assistance, assessment, evaluation, etc.

- Your logo and to your website will be included on the “Partners” page of the Reach Out and Read Minnesota website
- A logo may be included on all reading tip bookmarks and/or book stickers distributed, pending clinic approval.
- Recognition by clinic as per clinic management approval, potentially including recognition in clinic newsletter, website.
- Employee/member/customer engagement opportunities (subject to clinic needs and COVID-19 restrictions)

Multi-year sponsorships

Babies are born daily! Our intervention is ongoing. Given that, we strongly recommend 3 to 5-year sponsorships to ensure long-term sustainability and support of the full lifetime of the program for each child (5 years).

Multi-year sponsorships make it easier for our staff and clinic staff to plan for the future and reduce costs of administration and bulk orders. Because of this **we offer our sponsors 10% savings for 3-5 year sponsorships**, along with the following benefits:

- Promotion of your organization on our social media platforms.
- Recognition in our quarterly newsletter.
- A press release announcing the sponsorship.

How much does it cost to sponsor a site?

Our sponsorship costs are calculated based on the number of well-child visits a clinic completes annually plus costs of clinic administration. This ensures we can provide the most appropriate high-quality books for the clinic’s population, and provide the best and most complete support for the program. We’ll use our clinic cost calculator to find the exact price per year of sponsorship for your specific clinic — every clinic has a unique set of needs and costs! — but here is a general guide based on annual well-child visits completed by a clinic:

- 250 visits: \$1,500
- 500 visits: \$2,500
- 1,000 visits: \$4,500
- 2,000 visits: \$8,400
- 5,000 visits: \$20,200
- 10,000 visits: \$40,000
- 20,000 visits: \$79,000

Ready to become a site sponsor?

Help us bring our brain-building, family bonding program to a clinic in need. With your support, we can make a huge difference in the lives of the young children we reach. Please reach out to liam@reachoutandreadmn.org to explore options and to answer any of your questions.