

Traveling Stories



10,000 children
served since 2010

2023 Walk for Literacy Sponsorship Opportunities

*Bringing families together to celebrate
the joy and power of reading!*

Contact:

Emily Moberly
760-688-6251
emily@travelingstories.org



www.travelingstories.org

About the Walk

The 2nd annual Walk for Literacy will be a fun, family-friendly event that brings stories to life and celebrates the power of reading. It's Traveling Stories' biggest event of the year!

Participants will enjoy:

- Organized costume walk with prizes
- Donut & Bagel Breakfast
- A free children's book for each child in attendance
- Free Kids Zone with 10+ engaging book-related activity booths
- Resource fair with community vendors
- Event T-shirt
- Raffle



When/Where:

Saturday, October 7, 2023
9am to 12pm

Chollas Lake Park
6350 College Grove Dr,
San Diego, CA 92115

Who attends?

200-300 families and reading enthusiasts from across San Diego County!



The Cause

When you or your company sponsors the Walk for Literacy you are making reading support & mentorship accessible for children in need!

Why 3rd grade reading?

First we learn to read, then we read to learn!



82% of children in low-income communities cannot read at grade level by the 4th grade. This puts them on the dropout track.

Children who do not graduate from high school...

- are not qualified for 90% of jobs
- earn on ave just \$23k per year
- are more likely to be incarcerated, to get pregnant young, and to use more public resources

Every child who does not graduate from high school costs society \$260,000*.

*According to the Annie E. Casey Foundation

Every child has the capacity to achieve, but many lack the support they need to succeed.

Founded in 2010, Traveling Stories helps children build confidence and strong reading skills by the 4th grade.

Proceeds from the Walk will support our Virtual StoryTent program, which matches children in 1st-3rd grade with trained reading mentors for weekly 1-on-1 reading sessions via Zoom.

Every year, demand for the Virtual StoryTent program grows. The Walk, and YOUR sponsorship, will help us serve 600+ children in 2024.

Program outcomes for children who enroll include:

- Improved reading levels
- Increased love of reading
- more self confidence
- more likely to graduate from HS
- more likely to earn a living wage
- more likely to participate in society in positive ways

Traveling Stories relies on partners like you to help us support more children. Become a sponsor today!

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Sponsorship Opportunities

Title Sponsor | \$10,000

- 40 admissions to the Walk
- VIP tent area for you and your team with your own spread of donuts and bagels
- Logo/Company name included with event logo and Traveling Stories logo in all event promotions
 - Event Advertisements (The San Diego Union Tribune & Local Umbrella Media)
 - Traveling Stories and event website
 - Social media & other event signage
- High-profile visibility on event day (signage)
- Opportunity to address the audience on day-of event
- Opportunity to address media where possible
- Logo on event t-shirt
- Logo in Traveling Stories newsletter

Best option for
team building or
customer
appreciation!

Platinum Sponsor | \$5,000

- 20 admissions to the Walk
- High-profile visibility on event day (signage)
- Logo/Company name with sponsor recognition in:
 - Event Advertisements (The San Diego Union Tribune & Local Umbrella Media)
 - Traveling Stories and event website
 - Social media & other event signage
- Logo on event t-shirt
- Logo in Traveling Stories newsletter



Every sponsor is
recognized on the
event shirt!

Silver Sponsor | \$2,500

- 10 admissions to the Walk
- High visibility on event day (signage)
- Logo/Company name with sponsor recognition in:
 - Event Advertisements (The San Diego Union Tribune & Local Umbrella Media)
 - Traveling Stories and event website
 - Social media & other event signage
- Logo on event t-shirt
- Logo in Traveling Stories newsletter

Bronze Sponsor | \$1,000

- 6 admissions to the Walk
- Visibility on event day (signage)
- Logo/Company name with sponsor recognition in:
 - Event Advertisements (The San Diego Union Tribune & Local Umbrella Media)
 - Traveling Stories and event website
- Logo on event t-shirt
- Logo in Traveling Stories newsletter

Sponsors will be
recognized in
event ads in these
publications

UT
San Diego



2022
Walk for
Literacy
Highlights!



2022 Event Partners



United Way
of San Diego County

