

Sponsorship Opportunity

Growing Readers, Inspiring Futures

www.rbwm.gov.uk

Royal Borough of Windsor & Maidenhead

Boosting literacy throughout the borough

The Summer Reading Challenge is the Royal Borough's flagship literacy programme, inspiring thousands of children to read for pleasure during the summer holidays. We are seeking a visionary partner to help us enhance and grow this much-loved initiative to develop creativity, imagination and fun.



OVERVIEW

Location: 14 libraries
Date: July - September 2027
Expected participation: 3K families



Summary of what we are looking for

- **Financial investment** to support the delivery and growth of the reading programme
- **Branding partnership and marketing support** to enhance the programme's profile and reach within the community
- **Prizes and rewards** to motivate participation and celebrate achievement.
- **Event support**, including themed activities and family engagement opportunities.

BENEFITS OF PARTNERING WITH US

- **Recognition and Acknowledgement** through logo placement on marketing materials, mention in social media posts and news letters and acknowledgements at events and presentations.
- **Positive Community Impact and enhanced reputation** by helping fund activities and events shows social responsibility and community leadership.
- **Access to New Audiences** will create opportunities to build lasting relationships with potential customers or supporters.

AUDIENCE, REACH and IMPACT

THE INITIATIVE DELIVERS LOCAL BENEFITS BY:

- Encouraging local participation
- Supporting children to maintain literacy
- Providing free entertainment for residents and library users

ESTIMATED REACH:

- **RBWM Libraries social media channels:** 30k monthly reach
- **RBWM Libraries e-newsletter**: 14k monthly reach
- **Library visits**: 40k+ monthly visitors

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