



SPONSORSHIP OPPORTUNITIES

Barrie–Innisfil program

Help local children build
a home library of their own.

A little book. A big beginning.

One book. Every month. A community of possibilities.



\$3.85

one child · one month

\$46.20

one child · one year

6,000

children · our monthly goal

Help a reading habit begin.

Imagine a child finding a book in the mail, addressed just to them. Then imagine that moment happening every month: a growing home library, a familiar reading routine and more stories shared with someone they love.

Dolly Parton’s Imagination Library gifts free, high-quality, age-appropriate books to registered children from birth until their fifth birthday in participating service areas. Your sponsorship helps make that monthly gift possible in Barrie and Innisfil.

THE LOCAL PART

Our local program raises the average \$3.85 per child per month needed for its share of books and mailing. We also promote the program, reach new families and register eligible children.

THE FOUNDATION’S PART

The Dollywood Foundation of Canada supports the remaining program costs, book selection and arrangements with publishers, distributors and the postal service. It also supplies program systems and support.

OUR GROWTH GOAL

6,000 children, every month

Approximately 60% of local children from birth to age five.

72,000

book mailings / year

\$23,100

local cost / month

\$277,200

local cost / year

These are future-goal figures, not current enrolment. The annual estimate assumes 6,000 children receive books in each of 12 months at the present average local cost. Local outreach, events and other operating costs require separate budgeting.

Small moments. Lasting possibilities.

Research supports the everyday value of sharing books with young children.

01 More shared reading

Canadian caregivers in the study were more likely to report reading at least four days a week when their children participated in the program.

02 Children asking for stories

Participation was associated with children showing more interest in books and asking or signalling that they wanted to be read to.

03 Growing early literacy

The Canadian findings also linked participation with stronger caregiver-reported emerging literacy skills, including vocabulary.



A book to keep. A reason to sit together. A story to share.

Sponsorship helps make those opportunities a regular part of family life.

These caregiver-reported findings describe associations with program participation. They do not establish that the program alone caused the differences or guarantee outcomes for an individual child. They are not local Barrie–Innisfil evaluation results.

Sources: Galea (2025), Macquarie University thesis, Chapter 4, Table 4. doi.org/10.25949/30123745.v1. The Dollywood Foundation, Canada Marketing Brochures (December 2024), pp. 13–15. The supplied Canada Impact sheet guided the research review.

A place for every partner.

Proposed recognition for a 12-month sponsorship term. All amounts are CAD.

YOUR CONTRIBUTION	Neighbour	Storytime	Bookshelf	Chapter	Imagination
Annual sponsorship	\$500	\$1,200	\$2,500	\$5,000	\$10,000
Full child-years of books*	10	25	54	108	216
Books in those child-years	120	300	648	1,296	2,592
Online sponsor listing	Name	Logo	Logo	Logo	Featured logo
Social acknowledgements	Group thanks	Group thanks	1 dedicated	2 dedicated	4 dedicated
Sponsor spotlight	—	—	—	1 feature	1 feature
Aggregate impact updates	Annual	Annual	Annual	Quarterly	Quarterly
Community activity**	—	—	Invite	Invite	Co-plan 1
Recognition certificate	Included	Included	Included	Included	Included

* Child-years are funding equivalents rounded down at \$46.20 per child for 12 months; remaining dollars support additional book mailings. Actual delivery depends on enrolment and age eligibility. All amounts are CAD and use the approximate \$3.85 local monthly cost.

** Activities are by arrangement. Channels and timing are agreed before signing; dedicated social acknowledgements are annual totals. A spotlight is one website or newsletter feature. These tiers do not include mailing-slip recognition.

Want to sponsor an entire month of books?

Explore our featured opportunity on the next page.

Make one month unforgettable.

Put your name alongside the joy of a book arriving in the mail.

SPONSOR A MONTH

\$23,100

Illustrative cost at our goal
6,000 children × \$3.85
Your quote reflects the actual planned mailing.

Children / book mailings	Indicative local cost
250	\$962.50
500	\$1,925
1,000	\$3,850
3,000	\$11,550
6,000	\$23,100

A THANK-YOU THAT TRAVELS

“This month’s books
are supported by
[Sponsor name].”

Illustrative wording only.
Final format requires program approval.

- **Choose your month.** We confirm availability, forecast book mailings and the local contribution. Up to 12 monthly opportunities are available in a year.
- **Make your name part of book day.** An approved sponsor name appears on the mailing slip with each book in the selected local mailing. Copy, placement and production deadlines are confirmed with the program.
- **See what your support made possible.** Receive a dedicated thank-you, a 12-month sponsor listing and a report of the month’s actual book mailings. Children’s names and addresses are not shared.
- **Agree on the final amount.** We set out any adjustment, funding cap or use of a balance before committing. Shared-month sponsorship can be explored where acknowledgement space permits.

Reach means book mailings to enrolled children, not unique households or guaranteed readers. The same household may receive books for more than one child.

Bring your community into the story.

Choose an idea we can shape together around your people and your strengths.

MATCHING GIFTS

Match the next chapter

Offer a \$2,500 match for community gifts. If fully matched, \$5,000 could cover the local share of a year of books for 108 children. Agree on the campaign dates and match limit.

EMPLOYEE GIVING

A workplace of readers

Invite 20 colleagues to give \$3.85 each month. Together, their \$924 annual contribution could fund 20 child-years of books. An employer match could double that support.

BUSINESS CIRCLE

A neighbourhood bookshelf

Bring ten businesses together at \$462 each. Their combined \$4,620 could fund 100 child-years of books, with a shared recognition campaign celebrating the neighbourhood's contribution.

FIRST BOOKS

Welcome a new reader

Invite businesses and service clubs to fund \$46.20 welcome gifts: the local cost of one year of books per child. Pair the campaign with a program-run registration opportunity.

COMMUNITY EVENTS

Meet us at storytime

Explore a family reading and registration day with a library, early-years centre or community venue. A sponsor can support event costs separately while helping more families discover the program.

IN-KIND SUPPORT

Give time and talent

Contribute design, printing, venue space or volunteer help for local outreach. Agree on the specific work and recognition; in-kind support complements the cash needed for books and mailing.

These are partnership ideas, available by agreement. Event and outreach costs are budgeted separately from the book-funding examples. Registration remains with the program; partners do not receive family contact lists.

Support you can see.

Clear recognition. Useful updates. A shared commitment to local children.

01

Choose your contribution

Select an annual level, a month of books or a custom partnership. We will match the opportunity to your budget and interests.

02

Confirm the details

Agree on the term, amount, recognition channels and approved name or logo. For a month sponsorship, confirm the production deadline and mailing forecast.

03

Follow the impact

Receive the agreed recognition and aggregate reporting, with a clear account of books funded and the program's progress.

WHAT YOUR CONTRIBUTION SUPPORTS

The local share of books and mailing is the heart of the offer. If you would also like to fund outreach or events, we will identify those costs separately in your agreement.

WHAT WE WILL REPORT

Updates will show aggregate book mailings, enrolment progress and the recognition delivered. Reported results will distinguish the program's actual reach from its growth goal.

Let's find your place in the next chapter.

Shannon Kuyt

Shannon.Kuyt@outlook.com

Recognition terms, payment instructions and any applicable tax or receipt treatment will be confirmed in the sponsorship agreement.

Logo and photographs: supplied Canadian program materials, © respective rights holders. Photographs illustrate the program and are not identified as local participants.

Yes, I'd like to help stories grow.

Complete this expression of interest and email it to Shannon Kuyt.

Shannon.Kuyt@outlook.com

BUSINESS / ORGANIZATION

CONTACT NAME

ROLE / TITLE

EMAIL

PHONE

NAME TO USE FOR SPONSOR RECOGNITION

I AM INTERESTED IN

- | | |
|--|---|
| ☐ Neighbour – \$500 | ☐ Storytime – \$1,200 |
| ☐ Bookshelf – \$2,500 | ☐ Chapter – \$5,000 |
| ☐ Imagination – \$10,000 | ☐ Sponsor a Month – quote requested |
| ☐ Custom / shared partnership | ☐ Individual gift / workplace giving |

PREFERRED MONTH / START DATE

PROPOSED CONTRIBUTION (CAD)

IDEAS OR QUESTIONS

This is an expression of interest, not a binding sponsorship agreement. Availability, benefits and payment details will be confirmed with you. You can also email Shannon directly with your preferred level.