About Festival of Tales
The FESTIVAL OF TALES is a fun day of reading, literacy and cultural activities for children that includes storytelling, arts and crafts, games, face painting, live music, food trucks and much more! In its seventh year at Paradise Valley Community College, the event brings books to life through the art of storytelling and provides almost 5,000 FREE books to children who participate in the activities.

The event is fully staffed and funded by students, staff and volunteers from Paradise Valley Community College and Southwest Human Development, a 501c3. This sponsorship package presents the first opportunity for the community to support and engage with the 2,000 participants that attend.

Sponsorship Impact
Reading is vital to a child’s ability to learn and be successful in school. Many of our state’s 800,000 children under age 9 face significant barriers including poverty (23%), difficulty speaking and understanding English (48%), and lack of exposure to books and other literacy resources. Studies show that, in low income neighborhoods, 61% of children don’t have a single book and yet the number of books in the home is just as important as parent’s education level in determining children’s school success. Proceeds from sponsorship of the event go towards underwriting event costs and supporting literacy programs in our community. Sponsorships are considered a charitable contribution.

Why Sponsor Festival of Tales?
It’s more than just people seeing your logo. Festival of Tales provides multiple unique opportunities to engage your audience that you won’t find anywhere else.

All sponsorship levels include:
• Volunteer opportunities to engage your team in giving back.
• Table and tent space for directly engaging with attendees.
• Logo on t-shirt and inserts included in the Bags with flyers/handouts
• On-mic mentions

Since 2009, Festival of Tales attendance has totaled over 17,500 individuals from Maricopa County.
SPONSORSHIP OPPORTUNITIES:

Ask about our sponsorship levels from $2,500 - $15,000 to get more involved!

☐ **Children’s Vendor Sponsor $1,000**
- Logo on event t-shirt and sponsor banner
- Logo sponsorship on two activity tables
- Host table for giveaways, promoting services
- Dedicated Facebook thank you post and event website link
- On-mic mentions with 15 second message to crowd
- Pair of event t-shirts
- Provide small or flat giveaways to include in attendee bag

☐ **Table and Logo Sponsorship - $500**
- Logo sponsorship on two activity tables
- Host table for giveaways, promoting services
- Provide small or flat giveaways to include in attendee bag
- Dedicated Facebook thank you post and event website link
- On-mic mentions with 15 second message to crowd
- Pair of event t-shirts

☐ **Table Sponsorship - $250**
- Logo sponsorship on two activity tables OR
- Host 6’ table for giveaways, promoting services
- Dedicated Facebook thank you post and event website link
- Pair of event t-shirts
“Had a great time! Seeing the whole community come together was so great and embracing the love of learning for kids. I’d highly recommend it.”

“Great for children of all ages!”

“Our lives are enriched by books that provide the opportunity for learning and imagination. This is a great program. Thank you!”

“An absolutely great experience for all ages including activities, storytelling, theater, live music and books, books, books!!!”