



Sponsorship Proposal



Book'em's mission is to create a more literate Nashville and ignite children's passion for reading through book ownership and enthusiastic volunteers.

We envision a future in Nashville where all children own books and know first-hand the joy and value of reading. Because literacy and academic success are closely tied to a child's interest in reading, Book'em works to nurture a lifelong love of books in every child we serve.

Since our founding in 1989, Book'em has distributed more than 1.5 million books to children in Davidson County.

Our Programs & Partnership Opportunities



Powered by community support



Books for Nashville's Kids

Partners with schools and organizations in Davidson County to provide free books to youth ages 0 -18

Reading Is Fundamental

Places trained reading-role model volunteers in local elementary schools to read aloud and gift books to students five times throughout the school year

Read Me Day

Our annual celebration of literacy hosted at local elementary schools, designed to highlight the importance of books and reading through a memorable literacy experience

Book Bus

Travels to schools and community events in Davidson County to provide free books to youth and foster community outreach

Ready for Reading

Places dedicated reading volunteers in local early learning centers to build relationships with young children through weekly read aloud time

Book'em Breakfast Celebration

Bringing together community leaders and supporters to champion literacy and invest in programs that place books into the hands of children throughout Davidson County

Reading Is Fundamental

Built on showing up, ready to connect

Book'em's **Reading Is Fundamental (RIF)** program **connects elementary students with caring reading role-model volunteers who return to the same classroom throughout the school year**. Over time, these visits become something children look forward to—recognizing a familiar face, sharing stories, and building confidence as readers.

During each visit, volunteers read aloud and help students select books they are excited to take home. These moments—choosing a book, talking about a story, and being seen—help children build personal home libraries and develop a genuine love of reading that extends beyond the classroom.

With sponsor support, RIF brings together families, teachers, and community volunteers to make reading a shared, meaningful experience at school and at home.



Impact of Reading Is Fundamental

- **Builds meaningful relationships** through consistent engagement across **five classroom visits**
- **Increases book ownership** by placing **five student-selected books** in each child's home
- **Supports classroom literacy** with additional books for teacher use
- **Engages families** with reading tips in **six languages** frequently spoken among MNPS English Language Learners
- **Strengthens community connection** through the involvement of nearly **300 volunteers**

Adoption Packages	School \$15,000+	Grade \$3,000	Classroom \$500
Visibility in Social Media	✓		
Recognition on Website	✓	✓	
Recognition in E-Newsletter	✓	✓	
Recognition in RIF Book Room	✓	✓	✓

Please reach out to Melissa Spradlin or Heather Patchett with any questions you may have about becoming a sponsor.

Thank You

for your interest in supporting Book'em

Your partnership helps connect children across Nashville with books they choose and cherish—building home libraries, confidence, and a lifelong love of reading.

For more than three decades, Book'em has worked alongside families, schools, and community partners to make reading a joyful and accessible part of children's lives. Through consistent relationships, meaningful book access, and shared experiences around stories, we help children see reading as something that belongs to them.

Your support makes this work possible, ensuring books continue to reach children and that reading remains a source of connection, curiosity, and opportunity.

What Research Shows

- **Only 40% of Tennessee third graders are reading on grade level.**

However, this is the highest proficiency rate since 2017.

Tennessee Department of Education

- **The number of books in a child's home matters.** A landmark international study found that children who grow up with books at home achieve higher literacy and educational outcomes later in life.

Evans, Kelley & Sikora

- **Home libraries support reading success across backgrounds.** Access to books at home is one of the strongest predictors of reading frequency and literacy development, independent of family income or parent education.

Scholastic Research & Validation

Contact Us

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