



## Big Kid Book Club Sponsorship

For the 2023-2024 school year, Colorado Springs School District 11 is excited to continue our very successful program, The Big Kid Book Club. We are inviting El Paso County parents with children aged 2-5, that are not already enrolled in kindergarten, for an opportunity to join. The Big Kid Book Club is based on helping children cultivate a love for reading and preparing them for preschool and kindergarten. We will periodically send their child a free book along with helpful advice for parents/guardians. We will also host webinars and provide beneficial information through email communication from our D11 Early Childhood Education experts.

This sponsorship plan will help us build a successful book program that supports parents and children in our community to prepare for school. Last year, the program was such a success we had to cap enrollment at just shy of 700 families. This year we are dreaming BIG. We hope that with the generous support of even more sponsors, we can provide early childhood education to our most deserving community members by expanding enrollment to 1,000+ families. The program will also help us build School District 11's relationship with the community and educate parents/guardians on the opportunities our incredible district can offer. In addition, it will allow your business to be promoted throughout our communities and share in our district's success with this program. Through this sponsorship you will build not only the foundations of education for our local children, but the foundations of a secure, stable and vibrant local economy, which pays dividends back to business owners. Check out the inspiring statistics below on the community-wide impact of quality early childhood education!

We thank you for your consideration and hope we can continue networking and partnering with you in the future.

**Deadline for response, payment, and logo delivery: Thursday, August 31, 2023**

Contact:

Alison Burrow, Marketing Coordinator

Office: 719.520.2091

Cell: 719.651.2695

Email: [alison.burrow@d11.org](mailto:alison.burrow@d11.org)

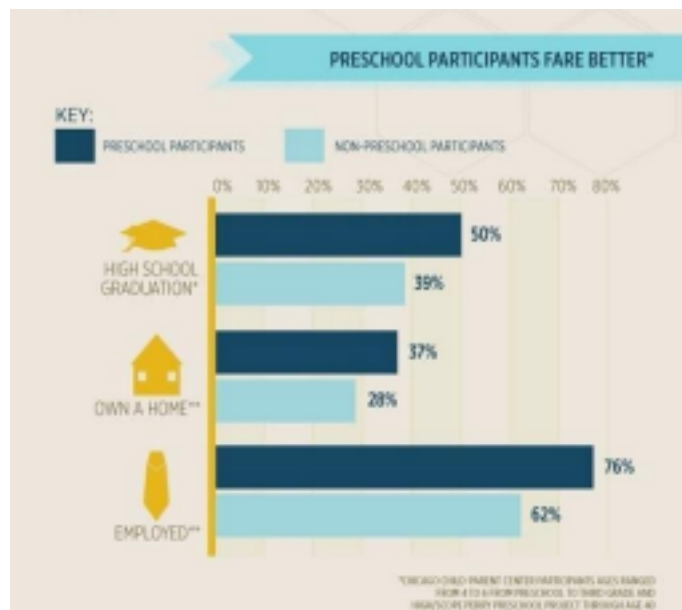
Big Kid Book Club Website: [d11.org/bookclub](http://d11.org/bookclub)

Become a sponsor: [d11.org/bookclub/sponsors](http://d11.org/bookclub/sponsors)

Early Childhood Education Impact Statistic

- Early Childhood (birth to age 5) is a crucial time for brain development and connections, becoming the educational foundation for children.

- Children who attend Pre-K develop literacy, language and math skills faster than those who don't, improving their chances of school readiness so they don't fall behind.
- People who attend quality pre-k have higher high school graduation rates, higher SAT scores and are more likely to attend college, be employed full time, own a home and car, and have savings.
- Quality education and economic growth have a positive corollary relationship with one study concluding that increasing student achievement will add \$70 trillion to the GDP over time.
- Findings show increases in math, reading, and writing skills correlate to increased salaries and higher-skilled workers who are more effective in their positions, increasing productivity and innovation, benefiting the entire economy.
- The Alliance for Excellent Education found that increasing high school graduation rates would lead to dramatic increases in:
  - o New jobs
  - o Gross domestic product
  - o Annual earnings
  - o Annual spending
  - o Federal tax revenue



Source material: <https://xqsuperschool.org/reports/future-of-work/>, <https://all4ed.org/>, <https://www.the-learning-agency.com/insights/education-and-income-how-learning-leads-to-better-salaries/>, <https://www.brookings.edu/articles/puzzling-it-out-the-current-state-of-scientific-knowledge-on-pre-kindergarten-effects/>, <http://www.urbanchildinstitute.org/resources/policy-briefs/pre-k-matters>, [http://leg.colorado.gov/sites/default/files/images/research\\_on\\_positive\\_impact\\_of\\_preschool\\_v1.pdf](http://leg.colorado.gov/sites/default/files/images/research_on_positive_impact_of_preschool_v1.pdf), [https://gafcp.org/2021/12/16/long-term-effects-of-early-childhood-education-beyond-academics/#:~:text=Those%20who%20attended%20high%2Dquality,\(HighScope%20Perry%20Preschool%20Project\)](https://gafcp.org/2021/12/16/long-term-effects-of-early-childhood-education-beyond-academics/#:~:text=Those%20who%20attended%20high%2Dquality,(HighScope%20Perry%20Preschool%20Project))

Books (depending on availability): TBD 2023-2024

Website Analytics (August 2022 – July 2023):

Overview

Users ▾ VS. Select a metric

Hourly Day Week Month



Users	2,387,315	New Users	2,363,884
Sessions	6,071,558	Number of Sessions per User	2.54
Pageviews	11,914,964	Pages / session	1.96
Avg. Session Duration	00:02:07	Bounce Rate	62.32%

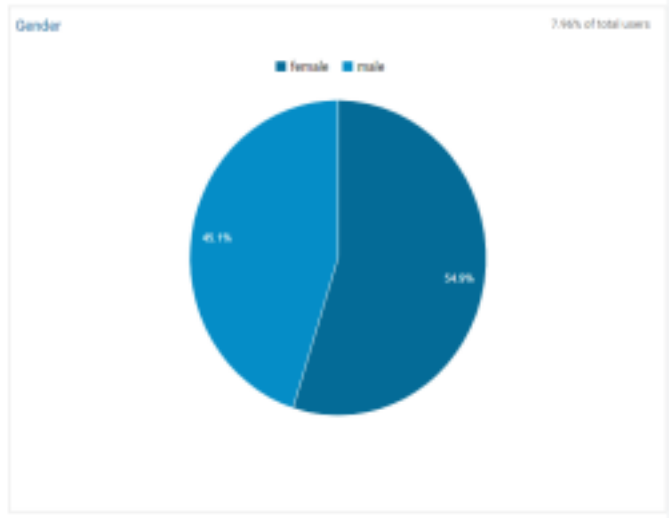
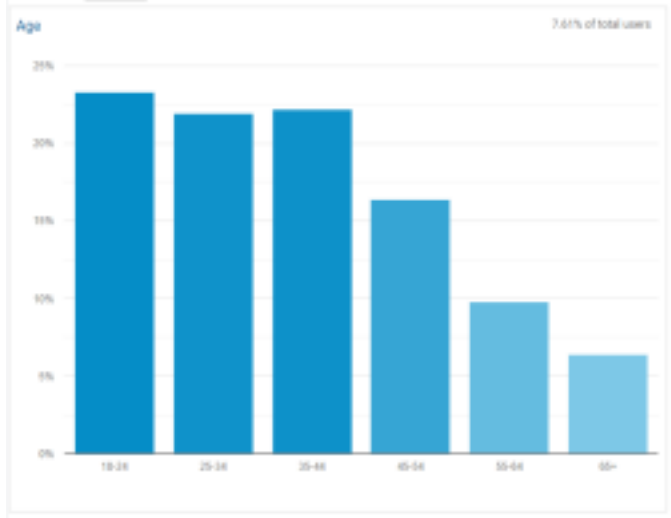


Website Demographics:

All Users 100.00% Users + Add Segment

Aug 1, 2022 - Jul 11, 2023 ▾

Key Metric: Users ▾



**Affinity Category (reach)** 0.60% of total users

3.40%	News & Politics/Avid News Readers/Entertainment News Enthusiasts
3.39%	Media & Entertainment/Light TV Viewers
3.37%	Media & Entertainment/Movie Lovers
3.23%	Media & Entertainment/TV Lovers
3.14%	News & Politics/Avid News Readers
2.88%	Travel/Travel Buffs
2.84%	Food & Dining/Cooking Enthusiasts/Aspiring Chefs
2.78%	Technology/Technophiles
2.74%	Shoppers/Shopping Enthusiasts
2.43%	Home & Garden/Home Decor Enthusiasts

**In-Market Segment** 9.41% of total users

2.71%	Baby & Children's Products/Toys
2.67%	Gifts & Occasions/Gift Baskets
2.10%	Real Estate/Residential Properties/Residential Properties (For Sale)
1.83%	Travel/Hotels & Accommodations
1.80%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
1.71%	Employment
1.69%	Apparel & Accessories/Women's Apparel
1.66%	Gifts & Occasions/Personalized Gifts
1.53%	Gifts & Occasions/Holiday Items & Decorations/Christmas Items & Decor
1.50%	Home & Garden/Home Decor

**Other Category** 10.04% of total users

3.56%	[Life Events] Purchasing a Home/Purchasing a Home Soon
3.33%	News/Weather
3.11%	Arts & Entertainment/Celebrities & Entertainment News
2.07%	Food & Drink/Cooking & Recipes
2.06%	Arts & Entertainment/TV & Video/Online Video
1.98%	News/Sports News
1.85%	[Life Events] Job Change/Starting New Job Soon
1.81%	Real Estate/Real Estate Listings/Residential Sales
1.40%	Reference/General Reference/How-To, DIY & Expert Content
1.36%	Jobs & Education/Education/Primary & Secondary Schooling (K-12)

**Social Media Following:**

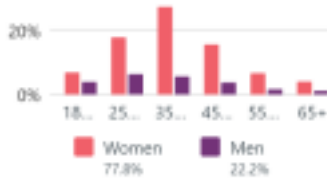
**Audience**

See audience report

Facebook followers

21,811

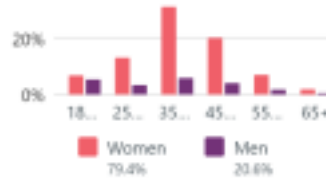
Age & gender



Instagram followers

3,328

Age & gender



YouTube: 1.44k followers

TikTok: 306 followers

**Oct. 1-15, 2023 Paid Advertising Insights for both Spanish and English Campaigns featuring sponsors**





**¿QUIÉN QUIERE LIBROS GRATIS?**  
 ¡Únase al Big Kid Book Club hoy!



Total Impressions: 216,064 Total Clicks: 4,643

clicks



\*Non-profit discount 10%

Level of Sponsorship:

Business:

\*Nonprofit discount: 10%

Level of Sponsorship:

Business:

Signature: