

# RACE FOR READING

Benefiting **Dolly Parton's Imagination Library**  
Presented by **United Way of the Columbia-Willamette**



Reading with a child from birth is proven to boost vocabulary, school readiness, and long-term academic achievement. Yet, many children don't have books at home or access to joyful reading experiences.

United Way of the Columbia-Willamette is partnering with Dolly Parton's Imagination Library to change that reality.

## LACE UP FOR LITERACY!

Dolly Parton's Imagination Library sends free, high-quality books each month to children from birth to age five—sparking joy and a love of reading from the very start.

Your support helps United Way of the Columbia-Willamette bring this magical program to more local families through Race for Reading—a year-round celebration of literacy featuring fun runs, relays, and kids' events for all ages.

**LEARN MORE AT [WWW.UNITEDWAY-PDX.ORG](http://WWW.UNITEDWAY-PDX.ORG)**



# RUN WITH A PURPOSE

Join the movement as a sponsor, runner, or donor with United Way's Race for Reading—a powerful way to turn every mile into free books for young children and help every child start school ready to shine.

## HOW IT WORKS

- Sign Up & fund raise: Contact [nicolel@unitedway-pdx.org](mailto:nicolel@unitedway-pdx.org) to register.
- Meet Fundraising Goal: Earn your exclusive race bib and event perks.
- Join the Community: Enjoy race-day energy, custom gear, and the knowledge that your effort is changing lives.

## 2025 EVENTS

- Red, White & Blues Run (We're the charity of choice!) – June 28, 2025
- Hood to Coast 2025 – Join our 2026 team waitlist now!
- High Desert Relay – October 4, 2025
- Turkey Trot & Kids Race – November 26, 2025

## WHY JOIN AS A RUNNER?

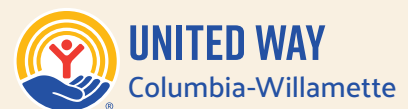
- You'll help fund literacy programs that give kids a fair start.
- You'll gain exclusive access to sold-out races.
- You'll earn rewards like race gear, swag, and more.

## WHY JOIN AS A SPONSOR?

- Support early literacy and local families.
- Boost brand visibility through year-round events.
- Engage employees and customers in meaningful impact.



















SCAN FOR  
MORE INFO



# BECOME A RACE FOR READING SPONSOR!

Align your brand with education equity, increase visibility across high-impact events, and help deliver thousands of books into the hands of young learners.

Benefit	\$500	\$1,000	\$1,500	\$2,500	\$5,000	\$10,000
<b>RfR Social Media Recognition</b>	Name	Logo	Logo	Logo	Logo	Logo
<b>Recognition on RfR Pages</b>	Name	Logo	Logo	Logo	Logo	Logo
<b>Email Newsletter Mention</b>	Name	Logo	Logo	Logo	Logo	Logo
<b>Race Shirts</b> Logo size based on donation amount	Name	Name	Logo	Logo	Logo	Logo
<b>Giveaways &amp; On-Site Visibility</b>	None	None				
<b>Van Signage</b> Relays only	None	Standard	Standard	Custom	Custom	Custom
<b>Book Label Naming Rights (Months)</b>	0	0	0	1	2	4
<b>DPIL Newsletter Feature</b>						
<b>On-Site Hosted DPIL Events</b>	0	0	0	1	2	3
<b>Website Click-Through Badge</b>						
<b>Social Media Highlights (Annual)</b>	0	0	0	1	2	4

**NICOLE LAROSE**

Corporate Partnerships Director  
nicolel@unitedway-pdx.org



