

# 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.

## 2026 Events

- Shamrock Run - March 15
- Seabrook Relay - May 30
- Red, White & Blues 5K/10K - June 27
- Hood & Portland To Coast Relays - August 28-29
- High Desert Relay - October 3
- Turkey Trot - November 25

## 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.



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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  |    |    |    |
| <b>Email Newsletter Mention</b>                          | Name  | Logo  | Logo  | Logo  | Logo  | Logo  |
| <b>Race Shirts</b><br>Logo size based on donation amount | Name  | Name  | Logo  | Logo  | Logo  | Logo  |
| <b>Giveaways &amp; On-Site Visibility</b>                |   |   |    |    |    |    |
| <b>Van Signage</b><br>Relays only                        |   |  |  | Custom  | Custom  | Custom  |
| <b>Book Label Naming Rights (Months)</b>                 | 0   | 0   | 0   | 1   | 2   | 3   |
| <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   |

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**UNITED WAY**  
Columbia-Willamette