

Sponsor Letter & Tiers



We Be LIT Children's Literacy Festival
Event Name: We Be LIT Children's Literacy Festival
Hosted by: Life is A Ballroom, LLC
Founder: Junita Pullins
Email: junitapullins@gmail.com
Phone: 862-444-8677
www.webelitfestival.com

Dear Community Partnership Team,

My name is Junita Pullins, and I am the founder of Life Is A Ballroom, LLC, a community-centered organization committed to empowering youth through literacy, creativity, and education.

This summer we are hosting the **We Be LIT Children's Book Festival** in Newark, New Jersey. "LIT" stands for **Literature Inspires Tomorrow's Readers & Leaders**. The festival will be a free community event designed to bring together children, families, educators, and local authors for a day dedicated to the joy and power of reading.

The event will feature children's authors and illustrators, storytelling performances, book vendors, literacy activities, arts and crafts, and engaging educational experiences that encourage young readers to explore their imagination through books. Our goal is to create a vibrant literacy celebration that inspires children to read, learn, and lead.

We are currently seeking community sponsors to help support this important initiative. Sponsorship contributions will help cover festival programming, children's activities, author engagements, and performance costs so that the event can remain accessible and free for families in our community.

As a sponsor, your organization will receive visibility through our festival marketing, website, social media promotions, and recognition during the event. Most importantly, your partnership will directly support literacy development and educational opportunities for children in our community.

We would be honored to partner with your organization to help make the We Be LIT Children's Book Festival a meaningful and impactful experience for families throughout Essex County.

Thank you for considering this opportunity to invest in the next generation of readers and leaders. I would welcome the opportunity to discuss partnership options with your team.

Warm regards,

Junita Pullins
Founder & CEO
Life Is A Ballroom, LLC
Email: junitapullins@gmail.com
Phone: 862-444-8677
Website: webelitfestival.com



We Be LIT Children's Literacy Festival
Event Name: We Be LIT Children's Literacy Festival
Hosted by: Life is A Ballroom, LLC
Founder: Junita Pullins
Email: junitapullins@gmail.com
Phone: 862-444-8677
www.webelitfestival.com

Sponsorship Opportunities

Presenting Literacy Champion — \$10,000

This premier sponsorship level provides maximum visibility and recognition.

Benefits include:

- Exclusive "Presented By" recognition with the We Be LIT Children's Book Festival
- Premier logo placement on festival signage and marketing materials
- Recognition during stage announcements throughout the event
- Vendor booth space at the festival
- Logo placement on the festival website and promotional materials
- Social media recognition and media acknowledgment
- Opportunity to provide branded materials or giveaways for attendees

Community Impact Sponsor — \$5,000

Benefits include:

- Prominent logo placement on festival promotional materials
- Vendor booth space at the festival
- Recognition from the main stage during the event
- Logo placement on the festival website
- Social media recognition

Literacy Advocate Sponsor — \$2,500

Benefits include:

- Vendor booth space at the festival
- Logo placement on festival website
- Social media recognition
- Name listed on sponsor signage during the event

Reading Partner Sponsor — \$1,000

Benefits include:

- Name listed on sponsor banner at the event
- Recognition on festival website
- Social media thank-you acknowledgment



We Be LIT Children's Literacy Festival
Event Name: We Be LIT Children's Literacy Festival
Hosted by: Life is A Ballroom, LLC
Founder: Junita Pullins
Email: junitapullins@gmail.com
Phone: 862-444-8677
www.webelitfestival.com

Community Supporter — \$500

Benefits include:

- Name listed in the event program
- Social media recognition

Friend of Literacy — \$250

Benefits include:

- Name listed on festival sponsor acknowledgment signage

Additional Sponsorship Opportunities

Organizations may also choose to sponsor specific festival experiences that directly support children's literacy engagement:

Storytime Stage Sponsor

Support the main storytelling and author reading stage where children will gather to hear engaging stories from authors and performers.

Arts & Crafts Zone Sponsor

Provide materials and resources for creative literacy activities such as bookmark making, book buddy crafts, and interactive art projects.

Book Giveaway Sponsor

Help place free books directly into the hands of children attending the festival, encouraging reading at home and building personal libraries.

Children's Activity Sponsor

Support interactive activities including face painting, character appearances, and educational games designed to make literacy fun and engaging.

Through your sponsorship, you will help create a meaningful literacy experience that encourages children to read, imagine, and believe in their potential as future leaders.

Once Again, We would be honored to partner with your organization to bring this exciting literacy celebration to families throughout our community.

Thank you for your time and consideration.

Sponsor Info Form



We Be LIT Children's Literacy Festival
Event Name: We Be LIT Children's Literacy Festival
Hosted by: Life is A Ballroom, LLC
Founder: Junita Pullins
Email: junitapullins@gmail.com
Phone: 862-444-8677
www.webelitfestival.com

WE BE LIT CHILDREN'S BOOK FESTIVAL SPONSOR INFORMATION FORM

Where Literature Inspires Tomorrow's Readers & Leaders

Thank you for your interest in supporting the We Be LIT Children's Book Festival. Please complete the information below so we can properly recognize your organization as a sponsor.

ORGANIZATION INFORMATION

Organization / Company Name: _____

Primary Contact Name: _____

Title / Position: _____

Email Address: _____

Phone Number: _____

Organization Website: _____

Business Address: _____

City: _____ State: _____ Zip: _____

SPONSORSHIP LEVEL

Please select your sponsorship level:

- Presenting Literacy Champion – \$10,000
- Community Impact Sponsor – \$5,000
- Literacy Advocate Sponsor – \$2,500
- Reading Partner Sponsor – \$1,000
- Community Supporter – \$500
- Friend of Literacy – \$250

SPECIAL SPONSORSHIP OPPORTUNITIES



We Be LIT Children's Literacy Festival
Event Name: We Be LIT Children's Literacy Festival
Hosted by: Life is A Ballroom, LLC
Founder: Junita Pullins
Email: junitapullins@gmail.com
Phone: 862-444-8677
www.webelitfestival.com

If applicable, please indicate interest in sponsoring a specific festival activity:

- Storytime Stage Sponsor
- Arts & Crafts Zone Sponsor
- Book Giveaway Sponsor
- Children's Activity Sponsor

PROMOTIONAL INFORMATION

Company Name as it should appear on promotional materials:

Please email your company logo (high resolution PNG or JPEG) to:

junitapullins@gmail.com

Sponsor Website or Social Media Link for recognition:

FESTIVAL PARTICIPATION

Would your organization like a vendor or information table at the festival?

- Yes
- No

If yes, please briefly describe what you would like to provide or share at your table:

PAYMENT INFORMATION

Sponsorship contributions may be submitted via:



We Be LIT Children's Literacy Festival
Event Name: We Be LIT Children's Literacy Festival
Hosted by: Life is A Ballroom, LLC
Founder: Junita Pullins
Email: junitapullins@gmail.com
Phone: 862-444-8677
www.webelitfestival.com

- Check
- Electronic Payment
- Other (please specify): _____

Please make checks payable to:

Junita Pullins % Life is a Ballroom, LLC.

ACKNOWLEDGEMENT

By submitting this form, your organization agrees to support the We Be LIT Children's Book Festival and understands that sponsorship recognition will be provided according to the selected sponsorship level.

Authorized Representative Name: _____

Signature: _____

Date: _____

SUBMISSION

Please return completed forms to:

Junita Pullins
Founder & CEO
Life Is A Ballroom, LLC

Email: junitapullins@gmail.com/ info@webelitfestival.com
Phone: 862-444-8677
Website: webelitfestival.com