



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.webelifestival.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
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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



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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.