



**Forest Of Reading® Festival**

# Forest of Reading Festival Sponsorship



**PHONE:** 1-877-340-1730 ext: 22 | **WEBSITE:** [forestofreading.com](http://forestofreading.com) | **EMAIL:** [mtutching@accessola.com](mailto:mtutching@accessola.com)



# Forest of Reading®

## CANADA'S LARGEST RECREATIONAL READING PROGRAM

### About The Forest

The Forest of Reading® is Canada's largest recreational reading program! This initiative offers ten reading programs to encourage a love of reading in people of all ages. The Forest helps celebrate Canadian books, publishers, authors and illustrators. More than 270,000 readers participate annually from their school and/or public library. The Forest invites Canadians to participate via their local public library, school library, or individually.

The Forest of Reading® Award Programs are where children and young adults pick the winner! Readers choose a program they want to be a part of, usually based on age or grade, and begin reading! They can read all ten of the titles or choose to read only the ones they are interested in. Participants are encouraged to read at least five of the ten titles to be eligible to vote in April. This program aims to encourage a genuine and life-long love of reading among readers of all ages.

The culmination of the Forest of Reading® is a celebration in-person with 6,000 people at the Forest of Reading® Festival in Toronto, in addition to digital award ceremonies, is shared across the country.



Blue Spruce  
Award™

JK-Grade 2



Silver Birch  
Express Award® Fiction Award®

Grades 3-4



Silver Birch  
Fiction Award®

Grades 5-6



Yellow Cedar  
Award

Grades 4-8



Red Maple  
Award™

Grades 7-8



White Pine  
Award™

Grades 9-12



Le prix  
Peuplier

Beginner  
readers



Le prix  
Mélèze

Intermediate  
readers



Le prix  
Tamarac

Young readers



Evergreen  
Award™

Adults

# Why Sponsor?

## YOUR CHANCE TO MAKE A DIFFERENCE, YOUR CHANCE TO BE RECOGNIZED!

**Unmatched Reach:** Engage directly with 6,000+ students, educators, and parents from across Ontario and beyond through the Festival. Additional engagement with over 270,000+ readers from across Canada that are involved in the program.

**Brand Alignment:** Reinforce your role and brand with those that are your biggest customers....readers and educators. Put your brand front and centre at this Festival. The variety of ways are outlined below.

**Community Impact:** Support access to books, Canadian content and inspire lifelong readers.

### The Impact of the Festival:

- Cultivates a love of reading in children and helps foster life-long readers.
- Children get the chance to meet authors/illustrators from their favourite books and participate in educational workshops and fun activities.
- Children receive free books, prizes, and other giveaways, ensuring every young person goes home with something, no matter their economic situation.
- Children get to socialize with other like-minded readers and be a part of the largest literary event for kids in the country.

# Forest by the Numbers

## OUR PARTICIPANTS

Not your average reading program!

## OUR REGISTRANTS

The Forest of Reading® program runs in public libraries, classrooms and school libraries and homes in Canada and beyond. The program is growing each year, with close to 2,000 individual institutions registered last year.

## GOALS OF THE PROGRAM

- **Love of reading:** Create a meaningful experience for all ages and give exciting opportunities for those reluctant to read to become lifelong readers.
- **A proven head start:** The results are in! Children who read for fun have higher literacy scores, have more success in science and math, and are more socially and civically engaged (Reading for Joy, P4E, 2011).

**Libraries at centre stage:** With fun activities, prizes and more, the Forest of Reading® puts libraries at the heart of the action!

**Reading Canadian:** Help support and celebrate Canadian books, publishers, authors and illustrators by taking advantage of the Forest's curated, all-Canadian reading lists for all ages and levels.

## HOW WE ENGAGE

Registrants receive exclusive access to opportunities for author visits, online chats, and hundreds of resources that help them run the program. No other program across the country provides this much content.

## THE CHOICE IS YOURS

With the Forest of Reading® is democracy in action. Readers receive the unique opportunity to vote on their favourite nominated book that ultimately decides the award winners – not a jury of adults deciding.

# Forest by the Numbers

**2,000**

SITES PARTICIPATING IN THE FOREST OF READING® PROGRAM, INCLUDING SCHOOL LIBRARIES, PUBLIC LIBRARIES, HOMESCHOOLERS, INDIVIDUALS, LITERACY CENTRES, AND OTHER INSTITUTIONS

**270,000+**

TOTAL PARTICIPANTS

**100,000**

TOTAL BOOKS SOLD BY OUR OFFICIAL WHOLESALER, TINLIDS INC.

**1,100+**

CANADIAN TITLES SUBMITTED FOR CONSIDERATION FOR THE PROGRAM

**100**

NOMINATED TITLES EACH YEAR

**150+**

VOLUNTEER COMMITTEE MEMBERS SELECT THE BOOKS AND RUN THE PROGRAM

**6,000**

ATTEND THE TORONTO FESTIVAL EACH YEAR IN MAY

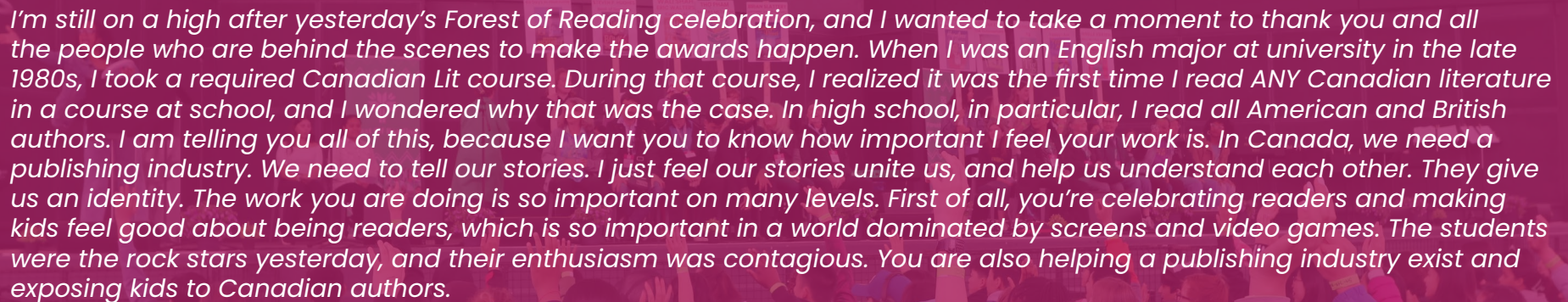


# Forest of Reading® Festival

## A ROCK CONCERT OF READING FOR YOUNG READERS

The **Forest of Reading Festival** is not just an event—it's a **national celebration of literacy, creativity, and community**. As Canada's largest literary gathering for youth, the Festival delivers high-energy experiences that ignite a lifelong love of reading and shine a spotlight on our very own Canadian books and authors. It is best known as the "Rock Concert of Reading." Each year, we bring **thousands of passionate young readers** face-to-face with their favourite authors and illustrators in both English and French. It's a magical, memorable, and influential experience for young people—and your brand can be at the heart of it.

We invite Publishers to sponsor the Festival in a variety of ways allowing you for the first time ever to showcase and sell NEW books coming out for our Forest readers to enjoy.



*I'm still on a high after yesterday's Forest of Reading celebration, and I wanted to take a moment to thank you and all the people who are behind the scenes to make the awards happen. When I was an English major at university in the late 1980s, I took a required Canadian Lit course. During that course, I realized it was the first time I read ANY Canadian literature in a course at school, and I wondered why that was the case. In high school, in particular, I read all American and British authors. I am telling you all of this, because I want you to know how important I feel your work is. In Canada, we need a publishing industry. We need to tell our stories. I just feel our stories unite us, and help us understand each other. They give us an identity. The work you are doing is so important on many levels. First of all, you're celebrating readers and making kids feel good about being readers, which is so important in a world dominated by screens and video games. The students were the rock stars yesterday, and their enthusiasm was contagious. You are also helping a publishing industry exist and exposing kids to Canadian authors.*

**—Sandra McTavish, Award-winning Author**

# Program Sponsorship Opportunities for Publishers

## PROGRAM SPONSOR

\$1,000–\$4,000 (depending on the program)

### Shine a Spotlight on Your Publishing House at Canada's Largest Literary Festival for Young Readers!

New in 2025, publishers were invited to sponsor engaging activities, curated programs, and unforgettable experiences at the Forest of Reading Festival—and the response was great! From our vibrant Craft Tent to inspiring workshop streams, the beloved Dear School Library initiative, and the exclusive Forest of Reading Reception, there are countless opportunities for your publishing house to take center stage.

Every sponsored space is thoughtfully designed to spark joy and creativity among thousands of young readers, educators, library professionals, and families. And when you sponsor, **your brand will be celebrated prominently and frequently—both onsite and online.**

Looking ahead to 2026, we're opening the door even wider for publisher involvement. Let's build something magical together!

To explore available sponsorship opportunities, please contact: **Meredith Tutching, Director, Forest of Reading.**

## PREMIERE PUBLISHING SPONSOR

\$5,000

### Premium Visibility + Exclusive Engagement

- Exclusivity as the only Premiere Publishing Sponsor.
- Prominent logo placement on all event signage, digital media, and the Forest website.
- On-site booth in premium location to showcase your publishing house.
- Logo and acknowledgment in all pre-event emails to registered schools (20,000+ reach).
- Recognition in social media campaigns (50k+ total audience).
- Recognition in all in-person and digital ceremonies.
- Custom package with photos and metrics post-event.



# Additional Opportunities

If the traditional sponsorship packages above don't quite fit your goals, consider exhibiting at the Festival—an exciting opportunity to introduce new books and authors to thousands of passionate young readers.

By hosting a booth, you can spotlight titles **not currently nominated** in this year's Forest of Reading program, helping them reach fresh audiences hungry for new reads. Even better, **Tinlids Inc., the official Festival bookseller, will handle all book sales for you**—so you can focus on connecting directly with readers, educators, and families. Historically, books could not be sold unless they were nominees so this is new in 2026!

Let your books and creators shine in a vibrant, literacy-loving community.





# Testimonials

## About the Award Programs

The Forest occupies a major place of prominence in Canada's literary landscape and encourages a love of reading in people of all ages.

Over 1,100 titles are submitted to the Forest of Reading® Award programs for consideration each year. Publisher and author/illustrator involvement is integral to the success of the Forest and the Festival. Being nominated for a Forest of Reading® Award is a privilege that many Canadian creators welcome. Once a title is nominated, book sales increase by the thousands.

Our wholesaler sells more than 86,000 books every year on Forest of Reading® titles. That is just one wholesaler and doesn't include what is sold in the retail market.

The Forest represents over 30 years of the best in Canadian literature.

Year after year, young voters have recognized nationally celebrated authors, including: Lawrence Hill, David A. Robertson, Eric Walters, The Fan Brothers, Susan Nielsen, Gordon Korman, Kenneth Oppel, Wab Kinew, Ruth Ohi, Marsha Skrypuch, Kevin Sylvester, plus so many more. 100 books are nominated each year.



Award-winning author Lawrence Hill.



David A. Robertson signing autographs at the Forest of Reading Festival.



Author A. Y. Chan, 2025 Silver Birch Award Winner.



Marty Chan signing autographs at the Forest of Reading Festival.

*I wanted to send a heartfelt thank you for all the incredible work you all do to inspire a love of reading in kids across Canada. The energy, care, and passion you pour into the Forest of Reading festival is truly extraordinary, and I'm so grateful to have been part of it.*  
**-A. Y. Chan, 2025 Silver Birch Award Winner**

*From top to bottom, my experience with the program was top-notch. The volunteers were incredible and the kids at the ceremonies... well, let's just say I'm slowly getting my hearing back from the wild responses at the awards and my hand is finally recovered from the autograph signings. I am in awe of this program. I've never seen anything that even comes close to it in my 25 years of touring. Your program is the crown jewel of reading promotion and I'm honoured that I could be one tiny part of it this year.*  
**-Marty Chan, Award Winning Author**



# Forest Of Reading®

## LET'S GROW READERS TOGETHER

Partnering with the Forest of Reading and Festival provides Publishers with more than just brand exposure—it creates a real impact. With your support, we can champion Canadian authors and empower young people to fall in love with reading.

We would love the opportunity to tailor your sponsorship package to best meet your goals and values.

To find out more please contact:

Director, Forest of Reading® – Meredith Tutching

**EMAIL:** [mtutching@accessola.com](mailto:mtutching@accessola.com)

**PHONE:** 1-877-340-1730 EXT: 22

**WEBSITE:** [www.forestofreading.com](http://www.forestofreading.com)

---