

Forest Of Reading® Festival

Forest of Reading® Festival Sponsorship Package

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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.



JK-Grade 2



Grades 3-4



Grades 5-6



Grades 4-8



Grades 7-8



Grades 9-12



Beginner readers



Intermediate readers



Young readers



Adults

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

Our Nominees

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.

Testimonials
The Forest of Reading is the best program I've ever encountered to encourage kids to read quality Canadian books. The exposure for authors / illustrators is phenomenal, and the impact on book sales is unparalleled.
-Jen Gauthier, Associate Publisher, Greystone Books

As a publisher, we eagerly await news of nominations across the range of categories we publish. We know that being nominated makes our authors and illustrators winners, both through the book orders that bump up sales very nicely and through the exposure our creators get to the next generation of readers.
-Judy Brunsek, Director of Sales and Marketing, OwlKids

There's no better reading program. The selection of books is Canadian top tier. The kid-centered approach to reading, participating, and voting is unique. As an author I'm not sure I'd have a career without the support of this program. That's true for many of us, I'd wager. Where else are Canadian kids given such positive and wide-ranging introduction to Canadian creators? The answer is "nowhere". Can't wait until we can meet in person again, and I can see the passionate readers clutching their beloved CANADIAN books and yelling at us like we're rock stars.
-Kevin Sylvester, Past Silver Birch Fiction nominee and multi-award-winning author

Forest of Reading® Festival

A ROCK CONCERT OF READING FOR YOUNG READERS

The Forest of Reading® Festival is Canada's largest literary event for young readers and continues to grow each year since its inception in 2007. It culminates in a 2-day awards celebration for the school-aged and French-language programs of the Forest of Reading®. With over 6,000 attendees at the in-person event in Toronto at Harbourfront Centre, the Festival delivers high-energy experiences that ignite a lifelong love of reading, bringing **thousands of passionate young readers** face-to-face with their favourite authors and illustrators. It's a magical, memorable, and influential experience for young people—and your brand can be at the heart of it.

As seen on:

THE GLOBE AND MAIL · CHOQ fm 105,1 · CTV · Global NEWS · L'EXPRESS · le métropolitain · NATIONAL POST · Quill & Quire · TORONTO STAR · tvo today · CBC Radio-Canada

Why Sponsor?

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

This is your opportunity to make a difference in the lives of young readers.

This is your chance to be part of the largest children's reading program and Festival in Canada.

By sponsoring the Forest of Reading®, you'll reach audiences such as parent chaperones, library staff, the literary community, authors, illustrators, and others involved in the library and publishing communities participating in the Forest and Festival.

By sponsoring, you will support the Forest of Reading® in delivering Canada's largest literary festival for young readers and celebrating the contribution that authors, illustrators, and publishers make to the Canadian literary landscape.

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.



Your Sponsorship Options

	TITLE $10,000	GOLD $8,000	SILVER $6,000	PROGRAMMING (WORKSHOP, TENT, ENTERTAINMENT $2,000-$4,000)	EVENT STAGE SPONSOR $500-$1,000
LOGO PRESENCE					
Forest of Reading website	✓	✓	✓		
Main stage signage	✓	✓			
Custom event signage	✓	✓	✓	✓	✓
Slideshows during event breaks	✓	✓	✓		
E-marketing (save the date, event reminder, etc.)	✓	✓			
MENTION/PROMOTION					
Exhibitor booth	✓	✓		✓	
Social media	✓	✓	✓	✓	✓
Media release	✓	✓	✓		
Verbal acknowledgement	✓				
Post-event correspondence	✓				
PERKS & BENEFITS					
Free event registration	✓	✓	✓	✓	✓



Your Sponsorship Opportunities

Festival and Forest of Reading® Website and Webpages
With hundreds of thousands of visits to the Forest of Reading® websites annually, having an online presence as a sponsor is bound to get you noticed.
Reach:

Forest of Reading® Website: 400,000 views annually
Festival Webpage: 6,000+ views in the two week period prior to the Festival

Main Stage Signage
Go front and centre with our custom stage signage. Your logo will be the most visible at the Festival and during the award ceremonies.
Reach: 3,000+ Attendees per day

Custom Event Signage
Your logo will be visible to teachers, students, publishers, authors, illustrators, and many other attendees. This can include custom workshop, signing or tent signage.
Reach: 2,000-6,000 Attendees, depending on event

Slideshows During Event Breaks
As authors, illustrators, publishers and other literary professionals mingle at receptions, your logo presence will show appreciation for their hard work. It will also be present for slideshows in each workshop space.
Reach: 1,000-6,000 Attendees, depending on event

E-Marketing
Our e-marketing campaign reaches program registrants, past Festival attendees, current attendees, publishers, authors, illustrators, as well as library professionals and supporters participating in the program, plus members of the Ontario Library Association.
Reach: 20,000+ Total Recipients

Exhibitor Booth
Have a presence at the rock concert of reading! Sponsoring the Festival provides you with an opportunity to present your expertise, run an activity for readers, and spread information to thousands of library staff, school staff, and parents. Note: max. 10x10 space provided, larger spaces to be negotiated. Learn more about exhibiting at the Festival.
Reach: 2,000-6,000 Attendees, depending on event

Social Media
Reach book lovers, teachers and library staff, the Canadian publishing community, authors, illustrators, and parents through mentions within our buzzing social media presence.
Reach:

Forest of Reading® Following: 5,665+
Ontario Library Association Following: 20,280+
TOTAL: 25,945+

Verbal Acknowledgement
We will acknowledge your contribution to the Forest live, on stage during the Awards ceremonies and before entertainment segments.
Reach: 6,000+ Attendees per event

Post-Event Correspondence
After the events, you will be recognized as an important sponsor. Our e-marketing campaign reaches current Festival attendees, program registrants, current attendees, as well as library professionals and supporters of the Forest of Reading® and the Ontario Library Association.

Media Release
Our events have been promoted within national publications and broadcast stations. When we contact the media, we will acknowledge that this event would not be possible without your support.
Reach: 100+ Media Contacts

Free Event Registration
It wouldn't be a celebration without you. As a sponsor of the Festival, you are invited to attend the Festival with 2 guests free of charge.

Sponsorship Levels

TITLE SPONSOR
($10,000)

About this level:
As Title Sponsor for this OLA event, you are embracing the opportunity to partner with us. Your support for the library and literary communities is recognized alongside all event communication and marketing materials.

Here's what you receive:
- **Your logo presence on:** all Forest and Festival websites, mobile app, custom stage signage, custom event signage, slideshows during event breaks, and e-marketing materials.
- **Mention of your organization in:** social media, media releases, verbal acknowledgement (i.e. opening remarks), and post-event correspondence.
- **You will also have the opportunity to:** have an exhibitor booth at a Forest of Reading® Festival.

GOLD SPONSOR
($8,000)

About this level:
Gold Sponsors receive the opportunity to become an integral part of the Forest of Reading® and the Forest of Reading® Festival, both online and in person.

Here's what you receive:
- **Your logo presence on:** all Forest and Festival websites, mobile app, custom stage signage, custom event signage, slideshows during event breaks, and e-marketing materials.
- **Mention of your organization in:** social media and media releases.
- **You will also have the opportunity to:** have an exhibitor booth at a Forest of Reading® Festival.

SILVER SPONSOR
($6,000)

About this level:
Silver Sponsors receive several opportunities to represent their brand, product or service at the Forest of Reading® Festival.

Here's what you receive:
- **Your logo presence on:** all Forest and Festival websites, custom event signage, and slideshows during event breaks.
- **Mention of your organization in:** social media and media releases.

Sponsorship Levels

PROGRAMMING SPONSOR
($2,000-$4,000)

About this level:
Programming Sponsors are able to showcase their brand alongside engaging activities, curated programs, and unforgettable experiences at the Forest of Reading® Festival. Prices vary depending on the program—get in touch to discuss available opportunities that will align well with your organization.

Here's what you receive:
- **Your logo presence on:** custom event signage.
- **Mention of your organization in:** social media.
- **You will also have the opportunity to:** sponsor a tent at a Forest of Reading® Festival.

EVENT STAGE SPONSOR
($500-$1,000)

About this level:
Event Stage Sponsors are the perfect way to develop your brand's presence and get involved in the Forest of Reading® Festival. Opportunities include sponsoring the Concert Stage ($1,000), the Stage in the Park ($750), or the Harbourfront Centre Theatre Stage ($500).

Here's what you receive:
- **Your logo presence on:** custom event signage.
- **Mention of your organization in:** social media.

VIRTUAL OPPORTUNITIES
($250-$500+)

About this level:
Support Forest of Reading® online programming during the school year by sponsoring a selection of virtual author visits with nominated creators. Sponsors can bundle 5 visits for $250, 10 for $500, or we can offer custom pricing to sponsor a whole category of virtual visits (e.g. Blue Spruce Read-Alouds, White Pine Wednesdays, Merce-LIT visits in French, etc.). Your logo will be featured in the presentation and e-communications for the virtual events.

Forest Of Reading®

SO, WHAT ARE YOU WAITING FOR?

We value your contribution and are grateful that you have considered contributing to the Forest of Reading® & Festival.

To learn more about sponsorships, please contact:

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