



SPONSORSHIP OPPORTUNITIES



Launched in 1997 through the combined efforts of the El Paso Public Library and the El Paso Parks and Recreation Department, this vibrant celebration shines a spotlight on kids and the magic of books. Deeply rooted in local tradition, this FREE family-friendly event has blossomed into a beloved annual tradition, bringing our community together to celebrate literacy, healthy living, and unity across all social, cultural, and economic backgrounds.

For 30 incredible years, our event has captured the hearts of hundreds of thousands of residents, sharing the joy of reading by distributing over 300,000 brand-new books to children who might not otherwise have access to them.

APRIL 25 9AM PARADE | 10AM-3PM EVENT



EVENT GOALS

Inspire a Love for Reading and Learning

Día de los Niños fosters a lifelong love for books and storytelling, helping children develop essential literacy skills. Your sponsorship directly supports the distribution of free books to kids, ensuring they have tools to thrive academically and beyond.

Celebrate Cultural Diversity, Heritage and a Healthy Lifestyle

This event highlights the beauty of cultural heritage and promotes diversity and inclusion through storytelling, performances, and activities. Your support helps bring vibrant, family-friendly programming to life, uniting the community and celebrating its unique identities. Día de los Niños promotes well-being by incorporating activities that encourage movement, mindfulness, and healthy habits.

Provide Free Access to Educational Opportunities

Día de los Niños offers children free books, engaging workshops, and interactive activities that spark curiosity and creativity. Your contribution makes these resources accessible to families of all backgrounds, removing barriers to learning and enrichment.

WHY SPONSOR DÍA DE LOS NIÑOS DÍA DE LOS LIBROS?

By supporting Día de los Niños, you ensure children have access to books, learning opportunities, and activities that ignite their imaginations, build literacy skills, and foster a lifelong love of reading. Additionally, the event promotes a healthy lifestyle by encouraging physical activity and providing resources for well-being, empowering the next generation to thrive both mentally and physically. This celebration honors the rich cultural heritage of our community by combining the joy of books with vibrant traditions and wellness-focused activities. By sponsoring, you're helping preserve cultural identity, celebrate diversity, and promote healthy habits in a way that connects families, fosters pride, and builds community unity.

As a sponsor, your brand will be prominently featured in event promotions, reaching thousands of families. This partnership demonstrates your commitment to education, culture, health, and community, aligning your organization with positive values and impactful causes.

This year, we're proudly celebrating 30 years of Día de los Niños, three decades of supporting literacy, uplifting families, and empowering the children in our community. We'd love for you to be part of this milestone celebration.





SPONSORSHIP OPPORTUNITIES

STORYBOOK STAR SPONSOR \$15,000 Donation (Title Sponsor)

- As our Title Sponsor, your company will shine the brightest!
- Sponsorship & Media Event Included!
- Company name added to the event title and logo
- Exclusive mention in sponsorship and media event announcements
- Social media mentions/stories
- VIP Logo placement on Sun Metro bus posters
- VIP Event booth in Sponsor Village
- All benefits of the below levels

CHAPTER CHAMPION SPONSOR \$7,500 Donation (Stage Sponsor)

- Stage Sponsor: Banners and mentions on stage Sponsorship & Media Event Included!
- On-stage announcements and acknowledgments throughout the event
- Prominent placement on all advertising material
- Company logo on promotional items (t-shirts, posters, and flyers)
- Prominent Logo placement on Sun Metro bus posters
- Social media mentions
- Prominent Event booth in sponsor village

PAGE TURNER SPONSOR \$5,000 Donation (Fun Zone Sponsor)

- Fun Zone Sponsor: Lead the fun-filled area for kids Sponsorship & Media Event Included!
- Area banner announcements and acknowledgments
- Priority placement in all print advertising material
- Company logo on promotional items (t-shirts, posters, and flyers)
- Logo placement on Sun Metro bus posters
- Social media mentions
- Event booth in sponsor village

BOOK BUDDY SPONSOR \$2,000 Donation

- Placement in all print advertising material
- Company name on promotional items (posters and flyers)
- Social media mention
- Prominent Booth Location



OTHER OPPORTUNITIES

- Media Partnerships
- Corporate & Civic Volunteers
- In-Kind Sponsorship

BOOKMARK SPONSOR \$1,000 Donation



- Company name on promotional items (poster and flyers)
- Social media mention
- Prominent Booth Location

Contact the El Paso Public Libraries
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