



Sponsor Reading Campaigns & Literacy Content

Bring your company's priorities to life through literacy.

Reading Is Fundamental (RIF) creates engaging literacy content and national reading campaigns that help children discover the joy of reading while giving corporate partners opportunities to connect their brand, expertise, and audiences to the important cause of literacy.

Summer Reading

Overview

RIF's free [Summer Reading Program](#) keeps children, ages pre-K through middle school, engaged with books all summer long through curated reading recommendations, hands-on activities, and opportunities to earn badges and celebrate progress.

How to Partner

Become a summer reading program sponsor. Sponsorship can support an author or illustrator appearance, hosted read-alouds, and family engagement opportunities, among other activations. You can also partner with us by amplifying the campaign through your company's channels.

Estimated Investment

Customized based on activation.

Impact

Reach children, families, and educators nationwide during a critical period when continued reading helps maintain literacy engagement. The 2026 campaign had over 19,000 active users.



Rally to Read

Overview

Rally to Read is a national initiative designed to inspire families, educators, and communities to read together beyond the classroom through themed literacy content, monthly author read-alouds, and a reading challenge.

How to Partner:

Sponsor a themed month, which includes, but is not limited to, author read-alouds, complementary literacy activities, giveaways, and co-branding opportunities. You can also partner with us by amplifying the campaign through your company's channels.

Estimated Investment

Customized based on activation.

Impact

In year 5 (October 2025–March 2026), Rally to Read reached about 732,000 children, who pledged to read nearly 170,000 books, and earned nearly 400,000 social media impressions.

Literacy Central

Overview

Literacy Central is RIF's award-winning digital destination offering free, book-based resources that equip educators, families, and volunteers to create a culture of literacy and inspire a love of reading.

What's Included

More than 30,000 free resources tied to thousands of children's books, including educator guides, family activities, reading collections, and literacy tools.



How to Partner

- Themed Collection: Align your brand with a topic that matters to children and families through a custom, co-branded collection on Literacy Central. RIF curates relevant children's books and develops engaging activities and resources that extend learning at school and at home. See an example [here](#).
- Digital Center: Create a signature, co-branded educational destination that helps children explore an issue connected to your company's purpose or expertise through the power of books. RIF develops a robust ecosystem of curated books, original literacy resources, children's activities, educator and family tools, and multiple thematic content areas—STEAM, Belonging, Sustainability, Workforce Development --- with opportunities to expand the platform over time. See an example [here](#).

Estimated Investment

- Themed Collection: \$15,000
- Digital Center: \$75,000

Impact

In fiscal year 2026, we had over 1.9 million people access Literacy Central's free resources.