



Sponsorship Packages

The DeGood Foundation



The DeGood Foundation
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The Iconic Drive-In is Returning to Hampton Roads to Benefit Early Literacy.

Dreamland Drive-In is an exciting new event by The DeGood Foundation to bring people together for an evening of family fun while supporting early childhood literacy and education in our community. The drive-in has long been a staple in society, and we're excited to bring it back to Hampton Roads as a pop-up event throughout the Summer and Fall months of July, August, and September. 100% of the net proceeds of the event will benefit our literacy program, Dolly Parton's Imagination Library, to get more books into the hands of more children in Hampton Roads.

With your sponsorship support, you're allowing us to reduce our expenses for the event while increasing our revenue potential. More net proceeds will allow us to expand our Imagination Library literacy program to more regions in Hampton Roads, ensuring that our children have free, equitable access to high quality and age-appropriate books, delivered right to their mailbox every month.

The drive-in is the perfect opportunity to bring people back together, even from a distance with developments surrounding COVID-19. We greatly appreciate your time and consideration and look forward to partnering with you to make Dreamland Drive-In a success for our community moving forward.

Get details about the event at www.degoodfoundation.org/drive-in



What You're Supporting

Dolly Parton's Imagination Library is a book-gifting program where children who are registered with the program will receive a free brand-new, age-appropriate book in the mail every single month from the time they're born until they start Kindergarten at age five. The Imagination Library inspires a love of books, reading, and learning within the hearts and minds of children while preparing them for Kindergarten and their education beyond.

Parents, Grandparents, and/or Guardians can register their child/children online or at one of our registration sites to receive free books from Dolly Parton's Imagination Library if the child resides in one of our service areas and within 0-5 years of age. The program is completely free of charge to families, and the books are mailed directly to the child at the beginning of every month. It sounds almost too simple to be true, but by reading regularly with your children during their early years – from birth! – you are giving them the biggest boost toward success they will receive.

To date, The DeGood Foundation has mailed over 4,000 Imagination Library books to children in Hampton Roads. On average, over 425 books are mailed each month.





THE DEGOOD
FOUNDATION

Sponsorship OVERVIEW

Presenting Sponsor - \$10,000 and above

Provides 400 children a book a month for a whole year

Recognition Package for Presenting Sponsors:

- Recognition as "Presented by..." or "Special Thanks To..." on all Imagination Library books mailed for one year.
- Your organization featured on the back of all registration brochures.
- Recognition on our website's partners page and social media channels.
- Recognition on all Dreamland Drive-In print ads, posters, flyers, and banners.
- Booth space at the event.
- 10 vehicle tickets.

Enginner - \$7,500 and above

Gives 300 children a book a month for 1 year

Recognition Package for Enginner Sponsors:

- Your organization featured on the back of all registration brochures.
- Recognition on our website's partners page and social media channels.
- Recognition on all Dreamland Drive-In print ads, posters, flyers, and banners.
- Booth space at the event.
- 8 vehicle tickets.

Trainmaster- \$5,000 and above

Gives 300 children a book a month for 1 year

Recognition Package for Trainmaster Sponsors:

- Your organization featured on the back of all registration brochures.
- Recognition on our website's partners page and social media channels.
- Recognition on all Imagination Library print ads, posters, flyers, and banners.
- 6 Vehicle Tickets.

Yardmaster- \$1,000 and above

Gives 40 children a book a month for 1 year

Recognition Package for Enginner Sponsors:

- Recognition on our website's partners page and social media channels.
- Recognition on all Dreamland Drive-In print ads, posters, flyers, and banners.
- 4 Vehicle Tickets.

Flagman- \$500 and above

Gives 20 children a book a month for 1 year

Recognition Package for Trainmaster Sponsors:

- Recognition on our website's partners page and social media channels.
- 2 Vehicle Tickets.



THE DEGOOD
FOUNDATION

Presenting Sponsor

\$10,000 and above

Your organization will provide 400 children with one book a month for one year with this package.

Recognition Package for Presenting Sponsors:

- Recognition as "Presented by..." or "Special Thanks To..." on all Imagination Library books mailed for one year.
- Your organization featured on the back of all registration brochures.
- Recognition on our website's partners page and social media channels.
- Recognition on all Dreamland Drive-In print ads, posters, flyers, and banners.
- Booth space at the event.
- 10 vehicle tickets.

Recognition for your organization on every book mailed for one year



Registration Brochure Exterior

Dear Friends and Neighbors...
Growing up in the Smoky Mountains was a real blessing. There were some tough times, but most of our life was full of the kind of riches money can never buy. One of my most precious memories is sitting in my mother's lap and listening to her read me stories from the Bible. It felt so warm and cozy. My imagination soared to places far beyond our little cabin.
Those wonderful moments with my mother inspired me to create my Imagination Library. Thanks to **The DeGood Foundation**, all of the preschoolers in your community can now have their own Imagination Library. Just think, a book mailed to your child each month until their 5th birthday!
I hope these books inspire you to read to your child. There is nothing quite like the sparkle in a child's eye when animals come alive and clowns dance on the page.
I hope you'll encourage your children to keep dreaming and to dream big. If my Imagination Library helps turn the dreams of a child into the promise of a bright future, then one of my biggest dreams will come true.
*And remember...
I will always love you,*
Dolly

THE DEGOOD FOUNDATION
PRESENTS
Your Organization Here
Sign up your child today!
The Gift that Speaks Volumes for our Community's Future!



THE DEGOOD
FOUNDATION

Engineer Package

\$7,500 and above

Your organization will provide 400 children with one book a month for one year with this package.

Recognition Package for Engineer Sponsors:

- Your organization featured on the back of all registration brochures.
- Recognition on our website's partners page and social media channels.
- Recognition on all Dreamland Drive-In print ads, posters, flyers, and banners.
- Booth space at the event.
- 8 vehicle tickets.

Registration Brochure Exterior

Dear Friends and Neighbors...
Growing up in the Smoky Mountains was a real blessing. There were some tough times, but most of our life was full of the kind of riches money can never buy. One of my most precious memories is sitting in my mother's lap and listening to her read me stories from the Bible. It felt so warm and cozy. My imagination soared to places far beyond our little cabin.
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I hope you'll encourage your children to keep dreaming and to dream big. If my Imagination Library helps turn the dreams of a child into the promise of a bright future, then one of my biggest dreams will come true.
*And remember...
I will always love you,*
Daisy

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PRESENTS

Your Organization Here

Sign up your child today!

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IMAGINATION LIBRARY

The Gift that Speaks Volumes for our Community's Future!



THE DEGOOD
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Trainmaster Package

\$5,000 and above

Your organization will provide 200 children with one book a month for one year with this package.

Recognition Package for Engineer Sponsors:

- Your organization featured on the back of all registration brochures.
- Recognition on our website's partners page and social media channels.
- Recognition on all Imagination Library print ads, posters, flyers, and banners.
- 6 Vehicle Tickets.

Registration Brochure Exterior

Dear Friends and Neighbors...
Growing up in the Smoky Mountains was a real blessing. There were some tough times, but most of our life was full of the kind of riches money can never buy. One of my most precious memories is sitting in my mother's lap and listening to her read me stories from the Bible. It felt so warm and cozy. My imagination soared to places far beyond our little cabin.
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*And remember...
I will always love you,*
Dolly

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Imagination Library Fun Fact:

Dolly Parton created the Imagination Library as a tribute to her father, who never learned how to read or write