



## 2018 Small Talk Story County Sponsorship Opportunity

### What is Small Talk Story County?



Small Talk Story County (STSC) is a 13-week parent education class for parents and caregivers of babies aged 0-30 months that focuses on helping parents improve the quantity and quality of the language environment of the home. Parents meet weekly, with free child care provided as well as snacks or meals. By learning and practicing the fourteen Talking Tips developed by the LENA Foundation and used in the LENA Start curriculum, parents increase the adult words and turns with their baby, are encouraged to read at least twenty minutes daily with their baby, and increase their child's language and brain development.

Since the program started in 2016, 100 babies in Story County have received their M.B.A. (My Baby's Awesome!) degree.

### Small Talk Story County Sponsorship



By sponsoring this program with a gift of \$3000, [YOUR BUSINESS OR ORGANIZATION] will be supporting the program with the purchase of quality board books which are given out at each class, program materials, toys for the child care room, and/or meals and snacks for the participating families. If a family attends each session and graduation, they will receive 13 new board books just for participating in the program. A typical class is 12-15 families, meaning each cohort requires between 156-195 books. Classes are typically offered either in the morning (a light snack) or in the evening (a dinner).

Your support would provide new books that are matched to the topic of each week's class; healthy snacks like cheese sticks, fruit, and granola; dinner (sandwiches, pizza, etc); toys and games for the child care room; etc.

A label is placed on the back of each book and game/puzzle with the sponsor's name or business logo and the sponsors are listed on the Raising Readers in Story County website's STSC program page and donor page, annual report and through press associated with the STSC program and individual book distribution event.

For sponsorship information and other opportunities, please contact Kim Hanna, Executive Director at [director@raising-readers.org](mailto:director@raising-readers.org) or 515-520-8686.