WHERE ACTORS READ TO CHILDREN
Reading aloud is the bedrock of literacy development and is the single most important activity for reading success. Children listen on a higher language level than they can read, making it all the more important to be read aloud to, exposing them to vocabulary and language patterns that are not yet part of their everyday speech.

- 1 in 4 children in the United States grow up without learning how to read *(Write Express Corporation)*
- 33% of American fourth graders read below the “basic” level on the national reading test *(NAEP Report Card)*
- 25 million children in the U.S. today cannot read proficiently *(Reading is Fundamental)*
- Students who don’t read proficiently by 3rd grade are four times as likely to drop out of school *(Annie E. Casey Foundation)*

The SAG-AFTRA Foundation understands the impact reading aloud has on children of all ages and has championed children’s literacy for over 25 years through its award-winning signature children’s literacy programs.

Actors are born storytellers who have the ability to bring characters to life and captivate young minds. In response to the rapidly evolving digital landscape, the Foundation launched *Storyline Online®,* which offers a unique opportunity for celebrated actors to use their gift of storytelling to make a far-reaching impact on children’s literacy and their lives in the U.S. and around the globe.
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Presenting Sponsor $250,000 (12 mo.)</th>
<th>Premier Sponsor $125,000 (6 mo.)</th>
<th>Supporting Sponsor $62,500 (3 mo.)</th>
<th>Single-Book Sponsor $35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on StorylineOnline.net</td>
<td>12 months</td>
<td>6 months</td>
<td>3 months</td>
<td>Sponsored Book Page</td>
</tr>
<tr>
<td>Banner ad on StorylineOnline.net</td>
<td>12 months</td>
<td>6 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgment on SAG-AFTRA Foundation Sponsor page</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Logo on Teacher Activity Guides</td>
<td>12 months</td>
<td>6 months</td>
<td>3 mo.</td>
<td>Single</td>
</tr>
<tr>
<td>Inclusion dedicated Storyline Online® Sponsor Press Release</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mutually agreed upon social media exposure</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Single</td>
</tr>
<tr>
<td>Branding in all emails sent to Storyline Online® email database (62,000)</td>
<td>12 months</td>
<td>6 months</td>
<td>3 months</td>
<td>Single</td>
</tr>
</tbody>
</table>

**Added Value: Patron of the Artists Awards (PotA) in Beverly Hills in November 2019**

<table>
<thead>
<tr>
<th>Presenting Sponsor $250,000 (12 mo.)</th>
<th>Premier Sponsor $125,000 (6 mo.)</th>
<th>Supporting Sponsor $62,500 (3 mo.)</th>
<th>Single-Book Sponsor $35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets to the VIP pre-show reception</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Tickets to the VIP post-show reception</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgment from the stage</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Ad in PotA Awards Program Book</td>
<td>Full page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in recognition ad in PotA Awards Program Book</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Opportunity for gifting/product distribution for attending guests</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>
**Storyline Online®** currently streams 54 videos with more than 10 million views per month and serves as a platform to inspire a love of reading in children in schools, hospitals and homes around the world. Students, teachers, librarians, parents and other caretakers worldwide watch **Storyline Online®** videos. The program’s format is also a tool for English Language learners and special needs students of all ages. **Storyline Online®** is a free literacy resource, available 24 hours a day for children, parents and educators via the website, YouTube, SchoolTube, and a mobile app available for both Apple and Android devices.

**Worldwide Reach**

**Storyline Online** is viewed in every country in the world. Here are five with the most views:

- United States: 87%
- Canada: 3.6%
- Australia: 3.2%
- United Kingdom: 1.7%
- New Zealand: 0.8%

**National Reach**

**Storyline Online** is viewed in every state in the country. Here are the top ten:

- California: 9.1%
- Texas: 7.1%
- North Carolina: 4.7%
- Michigan: 4.6%
- New York: 4.2%
- Illinois: 3.3%
- Indiana: 3.2%
- Georgia: 3.1%
- Virginia: 3.1%
- New Jersey: 3.0%
ACTIVITY GUIDES

Each video comes with a companion Activity Guide for teachers and parents that aligns with Common Core Standards. The guides are also a great resource for children who are hospitalized and/or confined to a bed. Each guide includes a book summary, discussion points and hands-on activities that reinforce comprehension and encourage students to think more deeply about topics related to books.

Testimonials

“Thank you so very much for your thoughtfulness of taking the time to read to our children and provide a safe site for my angel and I to listen to while you read a bedtime story to her when due to health issues I can’t.”

- Kristen Whiton Greenly, parent, Facebook

“I am a kindergarten teacher and I just love sharing these videos with my kiddos and my 3 year old loves them too. Thank you so much for giving back to my community and helping instill the love and art of storytelling.”

- Kim Solomon, teacher, Arizona

“I use SLOL for individualized read aloud. Students choose and have the option to pause, rewind, and listen again which is invaluable.”

- Kathy Acevedo, teacher, North Carolina

“I just want to take this opportunity to thank you for the amazing resource Storyline Online has provided to enhance our Grade 2 students’ interest in reading and English language in general. They absolutely LOVE the stories each time we listen to them... and everytime they ask for more! We will be getting the books you read online so our students can borrow them and continue to improve their reading skills. THANK YOU again! We look forward to hearing more stories!”

- Antonio Lee-Keelung, International teacher, Taiwan

“I am a third grade teacher at the Singapore American School in Singapore. My students love love love your collection of videos. Your videos have been vital to the language development of my English Language Learners. Often times, some students do not have parents to speak English with at home. Storyline Online has given parents and students a way to connect through the language.”

- Anonymous, teacher, Singapore
Storyline Online® is endorsed by the American Federation of Teachers.

**2016 Parents Choice Award**
An award recommending the best in children’s media

**2017 Telly Award**
Representing the very best in video and television across all screens

**2017 Communicator Award**
An award of distinction for their children’s website category

**2017 MobileWebAward**
Best Education Mobile Application from the Web Marketing Association

**Nominated for a 2017 Daytime Emmy®**
An honor by the Television Academy; nominated for Outstanding Special Class - Short Format Program
The SAG-AFTRA Foundation is a 501(c)(3) nonprofit organization dedicated to safeguarding the health and well-being of SAG-AFTRA artists and the broader community of entertainment and media professionals. The Foundation provides life-saving emergency health and financial assistance for performing artists in times of need, as well as career development and educational programs that offer the tools and resources needed to stay on the cutting edge of industry demands. In addition, the Foundation is dedicated to increasing children’s literacy through its award-winning signature program Storyline Online®.
INSPIRE THE NEXT GENERATION OF READERS.
MAKE YOUR COMPANY A PART OF THAT STORY.
SUPPORT STORYLINE ONLINE®.

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