



book harvest

Sponsor Book Harvest's 15th Annual

Dream Big Book Drive

Celebrating literacy, learning, and community.





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Dream Big

BOOK HARVEST'S

MLK Day Book Drive & Community Celebration

Campaña de Recolección de Libros y Celebración Comunitaria el Día de MLK

NORTH CAROLINA'S LARGEST BOOK DRIVE

The Dream Big Book Drive & Community Celebration occurs between December and January, culminating in a communitywide celebration on Martin Luther King Jr. Day.

The annual MLK Day event is a joyful book drive, activity fair, and book giveaway!

Individuals, businesses, and community organizations come together to celebrate Book Harvest's big dream: *that all kids can grow up in a world in which reading, learning, and access to information are considered rights and not privileges so that all children can thrive.*

15th ANNUAL!

January 19, 2026

Monday, MLK Day

1:00-4:00 PM

Boxyard RTP

Durham, NC



The two-month long book drive provides an opportunity for people from different backgrounds to unite around their shared passion for children's literacy.



Through Dream Big's unique focus on literacy, art, and cultural engagement, it promotes a sense of community pride and inclusivity.

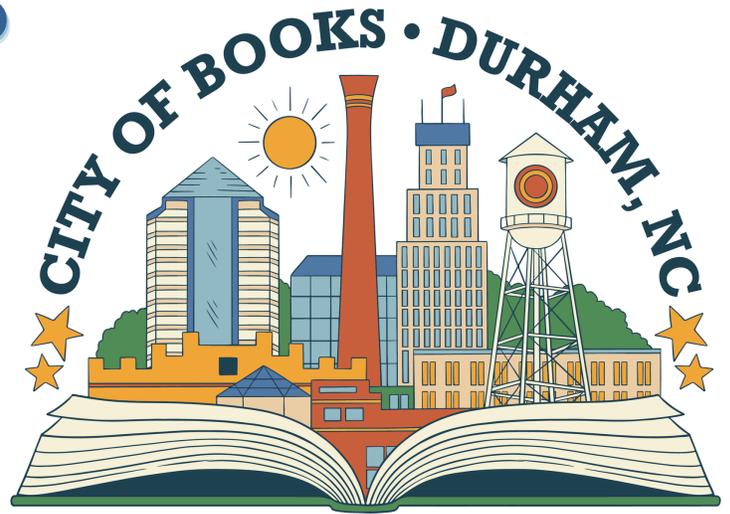


The Dream Big celebration on MLK Day is a joyful event that naturally nurtures a love of reading and learning.

Why sponsor?

Community Impact

Sponsoring the Dream Big Book Drive is not just an investment in a nonprofit—it's an investment in children and families, the creation of a community-wide culture of literacy, and in Book Harvest's vision of *literacy and justice for all*.



The MLK Day celebration takes place in Book Harvest's flagship city: Durham, the City of Books!

Brand Visibility and Reputation

As a sponsor, you will be featured in marketing materials and public communications, as well as at the Dream Big celebration on MLK Day, aligning your brand with a respected and high-impact cause.

Book Harvest's reach includes:

- **11,000+ Monthly newsletter subscribers** with a 49.4% open rate
- **5.8k Facebook followers** with approximately 400,000 views per year
- **4.3k Instagram followers** with approximately 200,000 views per year
- **1.5k+ Attendees** at Dream Big

Employee Engagement

Supporting Book Harvest is an opportunity to engage your employees in meaningful, hands-on service. Sponsor employees are invited to host book drives, volunteer at our Dream Big Book Drive, and help us throughout the year. These experiences foster team building, boost morale, and connect employees with the joy of making a tangible difference for children and families. By sponsoring, you're creating a culture of purpose, pride, and community impact.



2026 Dream Big Book Drive Sponsorship Levels

BENEFITS	PRESENTING \$25,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition as a Dream Big Sponsor in the annual Impact Report						
Sponsor logo on Dream Big webpage and event banner						
Inclusion in Dream Big related social media and blog posts						
Booth/table at Dream Big, per request						
Custom employee volunteer day, including a spotlight on social media						
Mention in Dream Big press materials						
Unique Presenting Sponsor banner at Dream Big						

Click or scan to become a sponsor

Questions? Contact Benay Hicks at benay@bookharvest.org



About Book Harvest:

Book Harvest is on a mission to provide books for every child, support for every parent, and literacy for every community. Since 2011, Book Harvest has provided more than 2.8 million books to families, ensuring that parents have the tools and power to ignite and strengthen their children's literacy. With programs that are grounded in evidence, Book Harvest believes that literacy starts at birth, in the home, powered by parents, and nourished with books.

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