

April 24, 2016



Dear Community Partners,

We are excited to announce that the Delaware Early Childhood Center Parents As Teachers and New Directions Early Head Start Home Visiting Programs along with the First Start DE Childcare Partnership Program will be holding a community family event titled "ROLL AND READ". The event will take place on June 25, 2016 at the Milford Middle School track from 10 am to 12pm. Families from Kent and Sussex Counties are invited to walk, bike, skate, push a stroller or wagon around the track to support school readiness and literacy! The event is open to families and children of all ages, not those just enrolled in the Parents as Teachers, Early Head Start or the Childcare partnership programs.

This is where you come in! We cannot do this alone! Your support will help our Roll and Read event and the important work our programs do for children and families each day in our communities of Kent and Sussex!

The following options are available for involvement:

- Sponsorship level 1: Is a commitment of a space at the event, where your non-profit business or organization can advertise, engage and support families with your services. You also commit to providing a literacy based activity for children and families at your booth.
- Sponsorship level 2: Is for-profit business that wish to participate fee is: a donation of a product or books to be given away at the event. We expect several hundred children and families to attend the event. You will also get a space to advertise your business and engage families in your services.
- Sponsorship level 3: Is a donation of time to volunteer to set up, monitor event cleanliness and clean up. (Boy Scouts, Girl Scouts, Honor Society or those needing volunteer hours welcome, and letters will be available for you to take that day)

Roll and Read is designed to be education and full of fun for families and children of all ages. Additionally, trained staff will be on hand to discuss child development and answer related questions parents may have.

Our local Roll and Read event is part of a national effort that will be one of several events being held throughout the US that focusses on two important goals for families-early literacy and physical well-being. Our Home visiting programs at the Delaware Early Childhood Center have been serving families for over 20 year. It's an important part of the Parents As Teachers network supporting hundreds of thousands of families through a proven parent education model featuring personal in-home visits with parents and children,

Please be part of this national celebration and consider becoming a sponsor for our local event in Milford, DE on June 25, 2016! Call Christine Hoeflich-Olley at (302)398-8945 ext. 117, or email at [cmhoeflicholley@f.k12.de.us](mailto:cmhoeflicholley@f.k12.de.us). Your investment in our families-s and children is important, and we look forward to working with you.

Sincerely,

Christine Hoeflich-Olley

Program Manager Home Based Programs

Delaware Early Childhood Center

## ROLL and READ Exhibitor Form

Milford Middle School Track

June 25, 2016

10 am to noon

If you wish to participate in the event please complete and return via fax or email:

**Fax: (302)398-8983 ATTN: Christine Olley or Email: [cmhoeflicholley@lf.k12.de.us](mailto:cmhoeflicholley@lf.k12.de.us)**

Space is free for non-profit organizations. You are asked simply to bring a literacy based activity that focuses on children and families ages birth to kindergarten entry. . You may also use this time to engage families in the services your program provides to the community.

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Vendor set-up is 8am- to be completed by 9:30am. Vendors are responsible for tables, tents and chairs as needed.

Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Activity provided: \_\_\_\_\_ Target age group: \_\_\_\_\_

Donation: \_\_\_\_\_