13th Annual Children’s Book Festival
FREE, FAMILY-FRIENDLY EVENT THAT FOSTERS A LOVE OF READING, CLOSES GAPS IN EARLY LITERACY

READING AN ESSENTIAL LIFE SKILL
The research is conclusive. Reading to a child increases brain development, improves vocabulary and comprehension, and is linked to greater creativity, intelligence, self-esteem, and confidence, according to new research. A Cincinnati Children’s Hospital study also found that the more books that were present in a child’s homes, the more proficient they became as adults in the areas of literacy, math, and technology use. Yet, 61% of low-income children have no books, according to the U.S. Department of Education. That means children in low-income families miss out on essential one-on-one reading time. The gap is significant. The average child growing up in a middle-class family is exposed to between 1,000 and 1,700 hours of one-on-one picture book reading. In contrast, the average child growing up with fewer resources participates in only 25 hours of one-on-one reading with a parent or caregiver.

CHILDREN’S BOOK FESTIVAL BOLSTERS EARLY LITERACY, PROMOTES READING, PUTS BOOKS IN CHILDREN’S HANDS
The Learning Lamp’s mission is to engage all children in the support they need to succeed. Fostering a love of reading helps children become successful in and out of the classroom. Each year, the Children’s Book Festival, which reaches nearly 4,500 children and adults annually, connects young readers with award-winning authors/illustrators of popular children’s books though school visits, small group presentations and interactive workshops. FREE to families, the festival aims to bring books alive, foster a love of reading, inspire young authors and illustrators with interactive workshops, and encourage reading as a family by increasing access to books to build home libraries.

CHILDREN’S BOOK FESTIVAL FAST FACTS
Sources: 2019 Festival Survey (pre-pandemic)

33% OF SCHOOL-AGED CHILDREN ATTENDING QUALIFIED AS LOW INCOME
45% WERE FIRST-TIME FESTIVAL VISITORS
45% SAID FESTIVAL INSPIRES THEIR CHILDREN TO READ
60% OF FESTIVALGOERS ATTENDED TO SEE AWARD-WINNING AUTHORS & ILLUSTRATORS
77% TOOK HOME USED OR NEW BOOKS TO BUILD HOME LIBRARIES
78% READ TO THEIR CHILDREN DAILY
2022 FESTIVAL PROMOTES DIVERSITY, FEATURES HUGELY POPULAR PETE THE CAT AND MOBY SHINOB/ BOOK SERIES, AND INVITES CHILDREN TO RAP TO THE RHYMES OF DR. SEUSS

Award-winning illustrator Don Tate, the founding host of The Brown Bookshelf – a blog dedicated to books for African American young readers, will be one of three headlining authors at the upcoming 2022 festival. A member of the #WeNeedDiverseBooks campaign, created to address the lack of non-majority narratives in children’s literature, Don models for all children, but especially children of color, the adventures of reading, writing, illustrating, and storytelling.

Eric Litwin, #1 New York Times best-selling author and musician, is best known as the original author of the Pete the Cat series, as well as The Nuts and Groovy Joe. His books have sold over 13 million copies and have won 26 literary awards. Eric merges literacy and music together to help early learners through The Learning Groove.

Rounding out the lineup of headliners is best-selling author, Luke Flowers, who has illustrated more than 60 children’s books, including A Beautiful Day in the Neighborhood by Fred Rogers. Luke has most notably authored and illustrated the Moby Shinobi series with Scholastic, selling over 1 million copies since the first book was published five years ago, and Jim Henson’s Labyrinth ABC Storybook.

And if Dr. Seuss rhymes aren’t fun enough, hugely popular Wes Tank, a multimedia performance artist, will have your head bobbing as he raps zany rhymes of children’s literature over amazing hip-hop beats that both kids and parents love through StoryRaps on Kidoodle.TV and YouTube. Throughout our two-day event, Wes will teach the kids a magical form of storytelling that promises to be a blast!

COMMUNITY PARTNERS ENSURE ACCESS TO HIGH-QUALITY, INTERACTIVE LITERARY EXPERIENCES

Children’s book festivals featuring well-known, award-winning authors are typically held in major cities like Boston, Los Angeles, and Washington DC. The Children’s Book Festival levels the playing field by celebrating literacy in our small community with a weekend packed with books, hands-on writing and illustrating workshops, and storytelling right here. Since its inception in 2007, the Festival has attracted famous authors like Marc Brown (Arthur Book Series and PBS TV show) and Laura Numeroff (If You Give a Mouse a Cookie).

Designed for families of children in preschool through grade 6, the Festival is FREE. This removes the economic and geographic barriers that can prevent underserved families from experiencing extraordinary learning and enrichment opportunities. Pre-festival school visits reach outlying areas where transportation may prevent families from attending, and a bookmark design contest invites participation regionwide with prizes for top entries in each age bracket.

LET EXCELLENCE IN EARLY LITERACY BE YOUR LEGACY

If you had a favorite book growing up, remember reading a special story at bedtime with a parent, or enjoy sharing books with a grandchild, please consider supporting the Children’s Book Festival. Your gift will leave a legacy of early literacy with results that can last a lifetime.

TOGETHER, WE CAN ENCOURAGE A NEW GENERATION OF READERS, LIGHT THE WAY TO A BRIGHTER FUTURE.
**2022 CHILDREN’S BOOK FESTIVAL**

**Sponsorship Levels**

**AUTHOR’S CIRCLE - $5,000** - 1 AVAILABLE

Eric Litwin: As the Eric Litwin: Author’s Circle Sponsor, you’ll enjoy:
- Title naming rights to the event: “__________ presents the 2022 Children’s Book Festival.”
- Exclusive sponsorship for all of Eric Litwin’s signage
- Recognition at the festival with logo on table tents and festival banner — large logo, top placement
- Logo on all printed materials, news releases, email blasts, festival page on The Learning Lamp’s website and social media — large logo, top placement
- Opportunity to utilize a vendor space at the festival to promote products/services (vendor agrees all promotions are FREE of CHARGE)
- Opportunity to introduce Eric Litwin before presentations (once each day of the festival, times TBD)
- Five (5) signed books (of our choice) from Festival headlining authors/illustrators

**FIRST EDITION - $3,000** - 3 AVAILABLE (options available on a first come, first served basis)

Don Tate, Luke Flowers or Wes Tank: As a First Edition Sponsor, you’ll enjoy:
- Exclusive sponsorship for all of either Don Tate’s, Luke Flowers or Wes Tank’s signage
- Recognition at the festival with logo on table tent inserts and festival banner — medium logo, middle placement
- Logo on all printed materials, news releases, email blasts, festival page on The Learning Lamp’s website and social media — medium logo, middle placement
- Opportunity to utilize a vendor space at the festival to promote products/services (vendor agrees all promotions are FREE of CHARGE)
- Three (3) signed books (of our choice) from Festival headlining authors/illustrators

**BEST SELLER - $1,000** - 4 AVAILABLE

As a Bestseller Sponsor, you’ll enjoy:
- Exclusive sponsorship of specific festival space signage — choose from one of the following areas: Kids’ Craft, Used Book Sale, Bookmark Contest, New Book Sale (space available on a first come, first served basis)
- Recognition at the festival with logo on table tent inserts and festival banner — small logo, bottom placement
- Logo on all printed materials, news releases, email blasts, festival page on The Learning Lamp’s website and social media — small logo, bottom placement
- One (1) signed books (of our choice) from Festival headlining authors/illustrators

**BOOKMARK - Up to $999**

As a Bookmark Sponsor, you’ll enjoy:
- Recognition at the festival with business/organization or individual name listed on table tent inserts

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The Children’s Book Festival is supported, in part, by an award from the National Endowment for the Arts and state arts funding support through a grant from the Pennsylvania Council on the Arts.

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**I CHOOSE TO SUPPORT THE 13TH ANNUAL CHILDREN’S BOOK FESTIVAL!**

- __$5,000__ Author’s Circle: Eric Litwin
- __$3,000__ First Edition: (select one)
  - Don Tate
  - Luke Flowers
  - Wes Tank
- __$1,000__ Best Seller: (select one)
  - Kids’ Craft
  - Used Book Sale
  - Bookmark Contest
  - New Book Sale
- __Up to $500__ Bookmark

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**CONTACT INFORMATION**

Name: ____________________________

Business Name: ____________________

Address: __________________________

City: __________________ State: ______ Zip: ______

Phone: __________________ Email Address: __________________

PLEASE MAKE YOUR TAX-DEDUCTIBLE CHECK PAYABLE TO: The Learning Lamp

2025 Bedford Street • Johnstown, PA 15904

Phone: 814-262-0732 • Fax: 814-262-0887 • thelearninglamp.org

The mission of The Learning Lamp is to engage all children in the support they need to succeed. The Learning Lamp is a 501(c)(3) nonprofit organization. Donations to which are tax-deductible to the extent permitted by law. The official registration and financial information of The Learning Lamp may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

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**ERIC LITWIN**

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**DON TATE**

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**LUKE FLOWERS**

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**WES TANK**