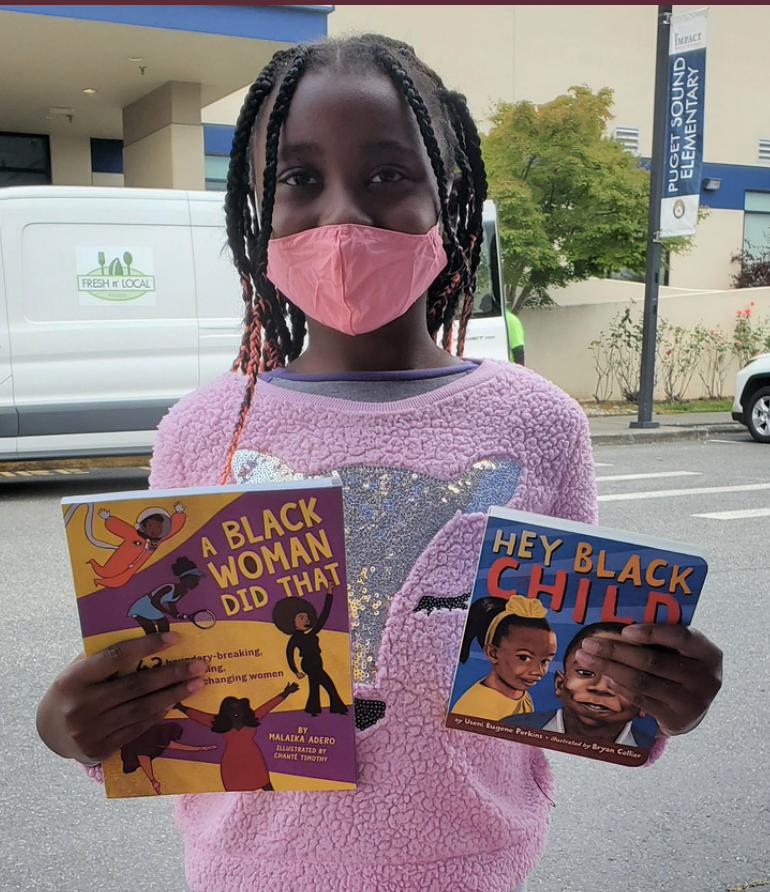




# Knowledge is Power

## Children's Book Giveaway Program

Investing in literacy, racial equity & educational empowerment



As we strive to have a more just and equitable society, books that celebrate Black children and Black lives are more important than ever.

Each month, the Northwest African American Museum (NAAM) gives away brand new books to Pre-K to 12th graders at family-friendly and school and youth-based events throughout the region.

NAAM has carefully curated books that share the richness of African American history and culture with all children. These books center, reflect, and affirm Black children, and are written and illustrated by Black authors and artists, with amazing learning within.

From picture books illustrating Black children to Black women and men's activism, these books promote cultural literacy and racial equity through representation of Black lives.

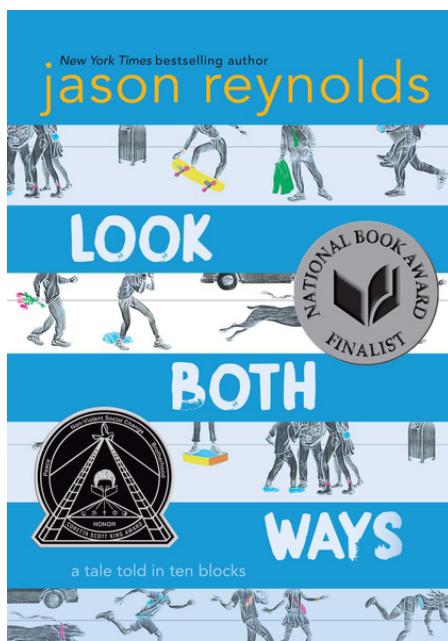
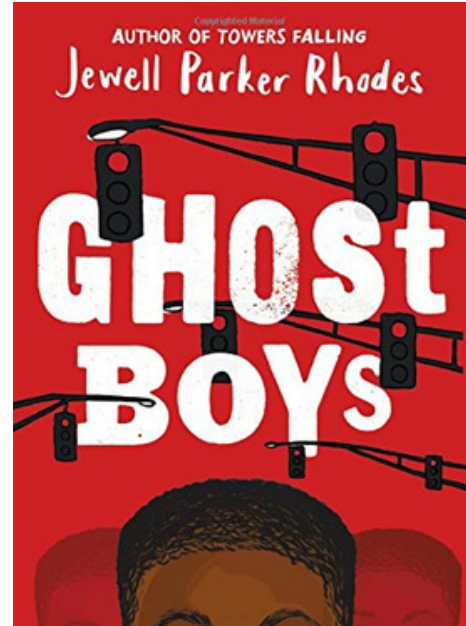
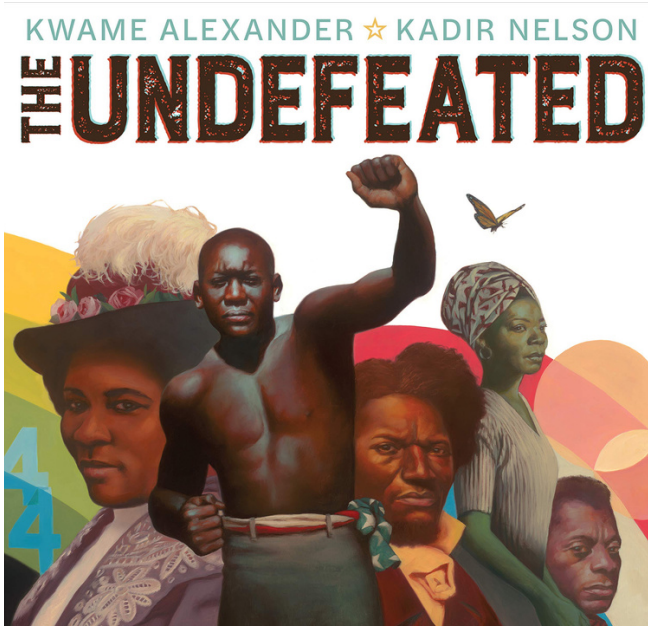
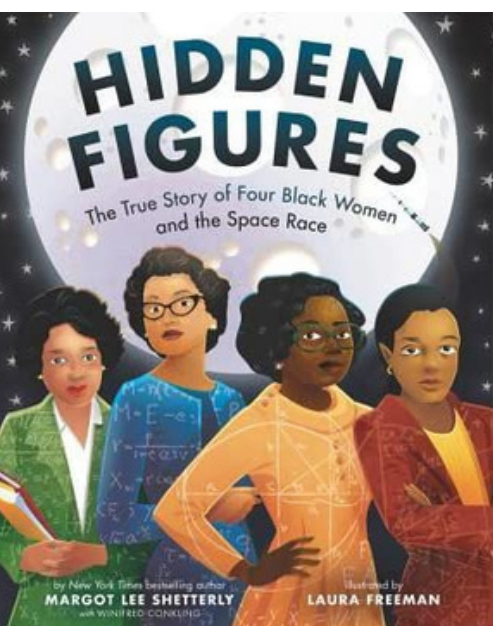
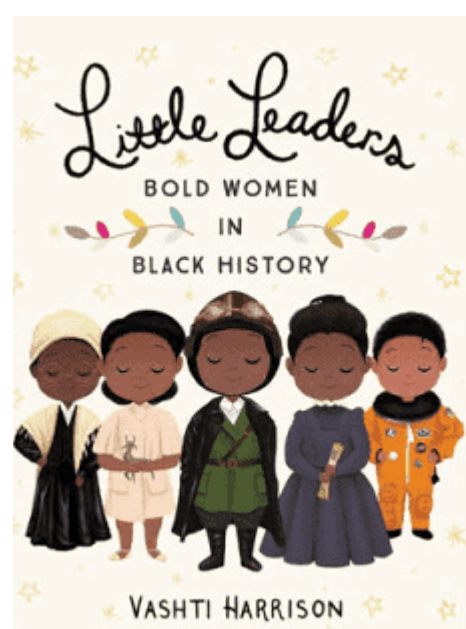
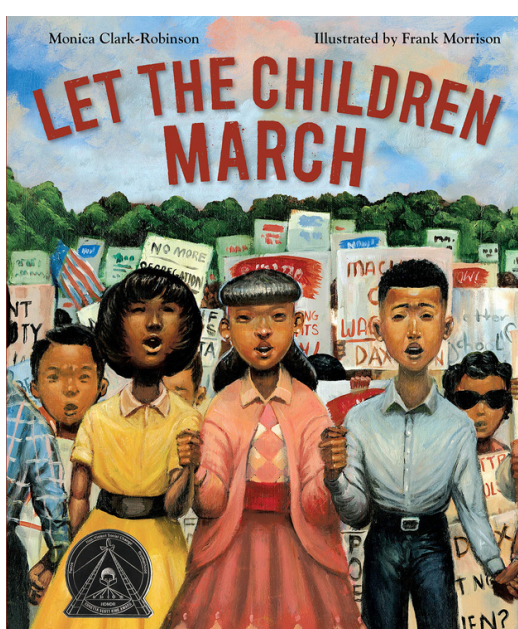
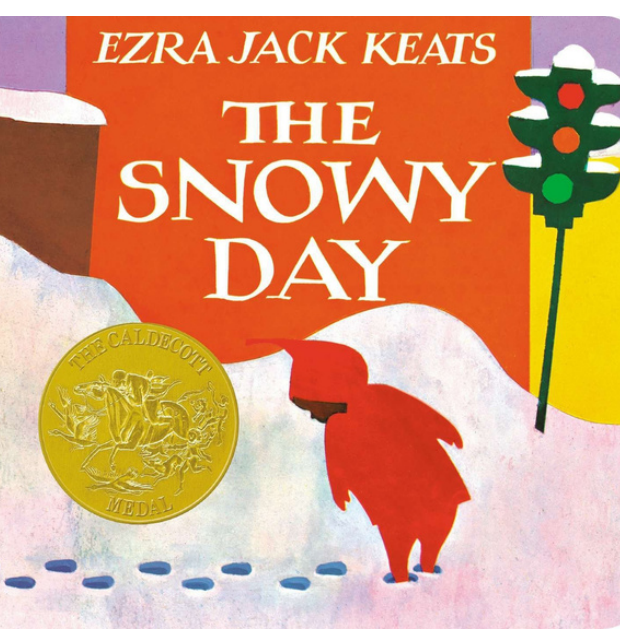
### Representation in Children's Literature

#### Main Character:

- Black - 11.9%
- Animal - 29.2%
- White - 41.8%

Additionally, to further promote education, physical fitness, and health, the Seattle Sounders FC and Delta Dental of Washington each partner with NAAM through our "Books & Balls" and "Books & Brushes" Giveaway events.

Give the gift of knowledge and have a powerful impact on a child's life.



# Knowledge is Power Sponsorship

*We can create a sponsorship package that is mutually beneficial and meaningful to you and your company/organization.*

## SPONSOR BENEFITS INCLUDE:

- Company/organization logo placement on digital/print program collateral, e-newsletter, website, signage
- Special mention on social media platforms
- Mention in press releases to the media
- Special listing in NAAM's Annual Gratitude Report
- Complimentary Museum passes for your team and family members

## YES, I/we would like to be a Knowledge is Power Sponsor

Please check sponsorship amount

\$25,000  \$10,000  \$5,000  \$2,500

Please send your company logo (jpeg, png) to Jen Norling at [JNorling@naamnw.org](mailto:JNorling@naamnw.org)

SPONSOR NAME to be listed in materials \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

## PAYMENT

- Enclosed is a check payable to: Northwest African American Museum
- We will pay online at [www.naamnw.org/donate](http://www.naamnw.org/donate)
- We will pay by electronic funds transfer (EFT) - ( Please contact us for information)

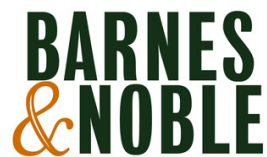
Northwest African American Museum  
Attn: Development Office  
2300 S. Massachusetts St.  
Seattle, WA 98144

QUESTIONS? Contact Development Director Jen Norling at 206.372.8704 or [JNorling@naamnw.org](mailto:JNorling@naamnw.org)

# Special Thanks to our Generous Sponsors



Delta Dental of Washington



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