**Pajama Program**

**VIRTUAL READING PARTY**

**Group Volunteer & Sponsorship Opportunities**

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**ABOUT PAJAMA PROGRAM**

Pajama Program is a national 501(c)(3) nonprofit organization that promotes and supports a comforting bedtime routine and healthy sleep for children to help them thrive. Since 2001, we have provided over 7 million cozy pajamas and inspiring storybooks to children nationwide who are exposed to adversity, as well as critical resources to caregivers and educators to support children at bedtime. Through our network of 4,000 Community Partners, 60+ volunteer-led chapters, Reading Centers in New York and Atlanta, and accessible virtual programming, our goal is to create Good Nights for Good Days for all children, everywhere.

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**ABOUT VIRTUAL READING PARTIES**

In the wake of the closure of our Reading Centers in New York and Atlanta due to the COVID-19 pandemic, Pajama Program continues to spark the imagination of children everywhere and bring people together by hosting Virtual Reading Parties online. Readings of some of our favorite stories are broadcast regularly across our social channels, and archived in a secure portal for our Community Partners, to help children connect over a story and continue a bedtime routine during these uncertain times.

Past corporate volunteers and sponsors include: New York Mets Foundation, Carter's, and Target

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**GROUP VOLUNTEER & SPONSORSHIP OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Participation &amp; Sponsorship Levels</th>
<th>Virtual Kick-Off Rally with the Pajama Program Team for:</th>
<th>Listing on website &amp; tag in Reading posts*</th>
<th>Promotional newsletter items &amp; social posts</th>
<th>Logo sticker or custom frame on social posts</th>
<th>Posting on Twitter &amp; LinkedIn</th>
<th>Sponsorship includes pajamas &amp; books for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>VIP Host Sponsor $2,500 contribution</td>
<td>Up to 100 Employees</td>
<td>Facebook</td>
<td>Instagram</td>
<td>Foursquare</td>
<td>Email</td>
<td>Twitter</td>
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<tr>
<td>Host Sponsor $1,000 contribution</td>
<td>Up to 30 Employees</td>
<td>Facebook</td>
<td>Instagram</td>
<td>Foursquare</td>
<td>Email</td>
<td>Twitter</td>
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<tr>
<td>Team Sponsor $500 contribution</td>
<td>Up to 10 Employees</td>
<td>Facebook</td>
<td>Instagram</td>
<td>Foursquare</td>
<td>Email</td>
<td></td>
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</tbody>
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**How It Works**

Sponsors work with Pajama Program to develop a Virtual Reading Party series to be featured on our Community Partner Portal and social media. Limited LIVE virtual reading parties are available!

*Full reading posts on social media subject to publisher permissions*

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