

— THE — OCTOBER CLUB

2023

Schoolreaders
improving literacy • increasing life chances

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Schoolreaders was founded in 2013 and matches volunteers with local primary schools to provide free, one-to-one reading support sessions, with a focus on reaching the most disadvantaged children.

They currently support over 17,000 children every week in more than 880 primary schools.

In 2022, 1 in 4 children in England left primary school unable to read to the expected standard age 11*. If a child leaves primary school unable to read properly their future life opportunities are compromised as they are unable to access their secondary schooling fully. Poor literacy is linked to many longer-term issues in society such as poverty, homelessness, unemployment, mental and physical ill-health, and crime. Nearly two-thirds (62%) of people entering prisons have the literacy skills expected of an 11-year-old**. 1 in 7 adults in England (7.1 million people) have very poor literacy skills*** struggling with everyday tasks like reading a medicine label, interpreting simple written instructions, or filling out a job application form.

Jane Whitbread, Founder and CEO said:

“As we celebrate our 10th anniversary, Schoolreaders’ work has never been more vital. Weekly time with our volunteers makes a proven difference to a child’s reading ability, fluency, comprehension and, just as important, their love of reading and social skills. It connects people and helps build community.

We are absolutely delighted to be working with The October Club – their support will be transformational in reaching many thousands more children. Our partnership will enable us to significantly expand our provision into the North of England.”

THE OCTOBER CLUB

SPONSORSHIP INFORMATION

Wednesday 11th October 2023, The Savoy, London

Platinum

£30,000 to include:

One free table

Prominent logo on the front cover of the programme

Logo on screens throughout the evening

Full colour A4 full page ad, name in the programme

Gold

£20,000 to include:

One free table

Logo on the front cover of the programme

Logo on screens throughout the evening

Full colour A4 full page ad, name in the programme

**Advert spec: Full colour A4 portrait full page image area 277mm x 190mm

Supply artwork as follows and mark the file The October Club:

FTP: ftp.europe.dg3.com

Email: europe.production@dg3.com

Username: FTPGuest

cc: david.willison@dg3.com

Password: guest1

cc: narinder@theoctoberclub.co.uk

Any files over 20mb should be sent via FTP. Any problems please call the printers direct on 020 7531 0500 and ask for David Willison.

ARTWORK TO BE RECEIVED BY NO LATER THAN FRIDAY 22nd SEPTEMBER 2023