



November 5, 2025

To Whom It May Concern,

It is with great excitement we invite you to participate in a very special event - **Storybook Breakfast** to benefit our Dolly Parton's Imagination Library program. Our celebration will be held on **Saturday, April 11, 2026, at the New Mexico Farm and Ranch Heritage Museum.**

For one magical morning, local children will take part in a breakfast pulled straight from the pages of a storybook. Families can sit down for breakfast all while getting to meet storybook characters, collecting autographs in a special keepsake book, and having their photograph with one of their favorite characters.

We are seeking sponsorship, and we would love to partner with you in this exciting endeavor. In return for your generous contribution, we are pleased to offer a variety of recognition opportunities. Sponsorship details can be found enclosed with this letter.

Your support would not only help ensure the success of our event but also help ensure that more children in our community receive the benefits of this remarkable program. Specifically, your contribution will provide additional funding and bring awareness to the Dolly Parton's Imagination Library program facilitated by our organization. Our program currently serves just over 1,600 children but has the potential to serve over 13,000 children that live within Dona Ana County.

Thank you for considering this opportunity to make a difference in the lives of children and families Southwest New Mexico. We look forward to the possibility of working together to help children build a brighter future through the power of reading.

If you would like to discuss this sponsorship further and ask any questions you may have, please do not hesitate to contact me either by phone at (575)524-7561 or email at impact@uwswnm.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amanda Morales".

Amanda Morales

Chief Executive Officer

United Way of Southwest New Mexico

Sponsorship Levels

Saturday, April 11, 2026

Location: NM Farm & Ranch Museum

8:30am - 10:00am / 10:30am - 12:00pm



8:30am - 10:00am / 10:30am - 12:00pm						
	GLASS SLIPPER \$5,000	ENCHANTED CASTLE \$2,500	WISHING WELL \$2,000	MAGIC WAND \$1,500	MAGIC MIRROR \$1,000	ENCHANTED SWORD \$750
Ad in the Autograph Book	Full Page	Half Page	Half Page	Third page	Quarter page	MAGIC BEANSTALK \$500
Page tagged in Event posts on Social Media	Every Post	5 posts	3 posts	3 posts	2 posts	Business card size
Logo featured on Event Landing page on UW website	Yes	Yes	Yes	Yes	Yes	1 post
Opportunity to put promotional items in guest take-home bags	Yes	Yes	Yes	Yes	Yes	1 post
Logo on Table / Event Tickets for you and your guests	Opportunity for YOUR business to decorate table 8 event tickets	Opportunity for YOUR business to decorate table 4 event tickets	Opportunity for YOUR business to decorate table 4 event tickets	Opportunity for YOUR business to decorate table 2 event tickets	Opportunity for YOUR business to decorate table 2 event tickets	Opportunity for YOUR business to decorate table 2 event tickets
Social Media Post designated to ONLY your business	Yes	Yes	Yes	Yes	Yes	Yes
Prominent logo on all Event Promotional materials	Yes	Yes (logo size will be reduced)				
Mention in Press Release	Yes (sponsorship level mentioned)	Yes (sponsorship level mentioned)	Yes	Yes	Yes	Yes

Storybook Breakfast Sponsorship Form



Please print all names legibly and exactly as they will appear in all publications.

Business Name: _____

Contact Name: _____

Title: _____ Phone: (_____) _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

SPONSORSHIP LEVELS

- GLASS SLIPPER (1 available): **\$5,000**
- ENCHANTED CASTLE: **\$2,500**
- WISHING WELL: **\$2,000**
- MAGIC WAND: **\$1,500**
- MAGIC MIRROR: **\$1,000**
- ENCHANTED SWORD: **\$750**
- MAGIC BEANSTALK: **\$500**

****ALL SPONSORS MUST PROVIDE CAMERA READY ARTWORK OF THEIR COMPANY LOGO IN A JPEG OR PNG FORMAT to Amanda Morales, impact@uwswnm.org.**

Please enclose a check made payable to:

United Way of Southwest New Mexico
PO Box 1347
Las Cruces, NM 88004

