



The Hopkinton Reading Marathon

READING MARATHON PARTNERS

- Hopkinton Public Library
- Boston Athletic Association
- Hopkinton Athletic Association
- Marathon 2010 (Umbrella organization for activities relating to the 2,500th Anniversary of the Battle of Marathon)
- Hallmark / Sotheby's International Realty

OBJECTIVES

- Successfully implement a unifying community reading experience
- Promote the 2,500th Anniversary of the Battle of Marathon
- Build a marathon book section in the Hopkinton Public Library
- Create a program protocol that will be shared with other communities

DURATION

- Seven month initiative – October 2009 through April 2010
- Fall kick-off with completion scheduled for April 2010

GOALS (Inter-generational program)

- Community goal – most successful community-reading program in MetroWest
- Library staff is creating measurement criteria
 - Youth
 - Adults
 - Seniors
- Specific reading goals will be presented by the library staff at the kick-off event
- Those meeting the criteria will receive a medallion and certificate. In addition finishers will be entered into a raffle.
- Library staff has created an electronic log and in-line reading review in conjunction with CWMA ... readingmarathon2010@CWMARS.org

PARTICIPANT REWARDS

- Certificates of completion awarded monthly starting in January
- Finisher medallions will be presented
- All participants entered into drawing for a “VIP Marathon Experience

BOOK DONATIONS

- International authors will be asked to donate their books on the Battle of Marathon, Marathons and Marathonning, as well as general books on Greece.
- These books will greatly increase the size of the Hopkinton Public Library's marathon section.
- A commemorative bookplate will be placed in each book recognizing the donation. The donor will receive a similar thank you item.



- Bob Foster has already donated a number of books which he purchase on a recent trip to Greece. In addition Marathon, Greece Mayor Zagaris has donated a book that he edited which includes information on the Battle of Marathon, and the history of marathoning.

PROGRAM BRANDING

- Bookmarks
- Book Plates
- HCAM Program
- Banner for front of library
- Monthly progress reports
- Participants Log
- Side walk art in front of the library

HOPKINTON SUPPORTERS

- Hallmark/Sotheby International Realty
- Bob Foster, Community Representative
- Hopkinton Athletic Association
- Library Staff
- Hopkinton Public School Representative

SPONSOR RETURN ON INVESTMENT

- Cost of the program which is estimated to be \$6,000 will be covered by funds from Hallmark / Sotheby's International Realty and in particular agents Jeannine Coburn and Trina Macchi
- Hallmark / Sotheby's to host highly visible kick-off event
- Participate in public sign up events
 - Hopkinton Selectmen at HCAM-TV covered meeting
 - Senior Center sign up
- Company sponsor will present awards at monthly events to recognize the readers who have achieved their reading goal
- Participation in an HCAM-TV program
- Sponsor included in all education and program marketing materials
- Library signage including sign on front of building
- Recognition on individual log/progress sheets
- Use of logo on items like t-shirts for readers and other groups like the Hopkinton Cross-Country Teams
- The right to promote sponsorship of the program through out the corporation

For more information about this program contact us at info@marathon2010.org and the program leader will be in touch with you.