



The 15th annual

Epic Read-A-Thon

Friday, September 18, 2026 | Midnight to midnight

**For 24 hours straight,
we're going to read
classic picture books.
*Out loud.***



ABOUT

A reading marathon for a writing program.

Desert Island Supply Co.

The Desert Island Supply Co. (DISCO) works alongside Birmingham-area students as they develop the creative tools needed to explore and document their worlds.

Our signature program — the All City Writers Corps — offers weekly creative writing workshops to hundreds of students across Birmingham. We publish an annual anthology of student poems, host a release party for the book's young authors, and award each student their own free copy.

Epic Read-A-Thon

Every year, for the past 15 years, we've done a kind of beautiful ridiculous thing. We've gathered readers from across the globe to read out loud, non-stop for 24 hours straight.

On Friday, September 18, 2026, from midnight until midnight, readers from Birmingham and beyond will join the 15th annual Epic Read-A-Thon — a nonstop, out-loud virtual reading of classic picture books. Through peer-to-peer fundraising and event sponsorships, every dollar directly supports the All City Writers Corps and gives Birmingham-area students more opportunities to write and create.



WHY SPONSOR

A high-visibility, nationally recognized audience for creative writing in Birmingham.

6,000+

Monthly newsletter readers

24

Hours of live, out-loud reading

15th

Annual event with national reach

Epic Read-A-Thon attendees and participants include local businesses, donors, public-school teachers, elementary and middle-school students and their families, college students, volunteers, writers, and avid readers of all ages across the U.S. and abroad.

Every week, DISCO cultivates relationships with educators, student writers, and their families through in-person writing workshops in Birmingham schools.

Strong engagement on Facebook, Instagram, and Substack — thousands of touchpoints during the event window alone.

Annually, DISCO engages with thousands of readers and supporters through publications of student writing and book-centric events.

SPONSORSHIP OPPORTUNITIES

Three of Pooh's favorite things.

Honey Pot

\$10,000

LOGO PLACEMENT	On DISCO and Swell fundraising websites, event posters and flyers, and on the launch-party banner.
VERBAL RECOGNITION	Six sponsor "power hours," event shout-outs, guest-reader opportunities, and special launch-party thanks.
OTHER RECOGNITION	Pre-, post-, and live recognition on social media during the event. Acknowledgment as a major supporter in the event press release and the annual publication. Invitations to the book-release party.

Balloon

\$5,000

LOGO PLACEMENT	On DISCO and Swell fundraising websites, event posters and flyers, and on the launch-party banner.
VERBAL RECOGNITION	Three sponsor "power hours," event shout-outs, and guest-reader opportunities.
OTHER RECOGNITION	Pre-, post-, and live social media recognition during the event. Acknowledgment in the event press release and the annual publication.

Smackerel

\$2,500

LOGO PLACEMENT	On DISCO and Swell fundraising websites, event posters and flyers, and on the launch-party banner.
VERBAL RECOGNITION	One sponsor "power hour," an event shout-out, and a guest-reader spot.
OTHER RECOGNITION	Pre-, post-, and live social media recognition during the event. Acknowledgment in the event press release and the annual publication.

Ready to sponsor? Have questions? Get in touch!

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Desert Island Supply Co. · 4000 Third Ave South, Suite 102 · Birmingham, AL 35222

SPONSOR COMMITMENT FORM

Yes, we'll sponsor the 15th annual Epic Read-A-Thon!

Honey Pot \$10,000 Balloon \$5,000 Smackerel \$2,500

Custom amount \$ _____

SPONSOR NAME _____

CONTACT NAME _____

EMAIL _____

PHONE _____

Billing

Check enclosed (made payable to Desert Island Supply Co.)

We'll pay online at discobham.com/epic

Please send us an invoice

BILLING CONTACT _____

BILLING ADDRESS _____

CITY · STATE · ZIP _____

Mail this form to Desert Island Supply Co., 4000 Third Ave South, Suite 102, Birmingham, AL 35222 — or scan and email it to chip@desertislandsupplyco.com.