Investing in Mobility: Sponsoring the Future of Literacy

Jeffersonville Township Public Library Foundation (JTPLF)

Bookmobile Project Proposal

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Course: Managing The Team-Based Organization

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Date: August 10, 2025

Identifying Possible Corporate Partners

Jeffersonville Township Public Library's mobile outreach program represents a special chance to develop strategic partnerships to further enhance literacy and community well-being. In choosing ten corporate sponsors, we have tried to have organizations whose mission and values of corporate social responsibility (CSR) map to the library's mission to eliminate barriers to information, develop lifelong learners, and foster neighborhood connections directly. Throughout this section, I will dive into each corporate partner and discuss their perceived corporate social responsibility and why it is believed that they will be a good fit for the JTPL partnership.

1. Fifth Third Bank

Overview of Mission and Values

Fifth Third Bank's corporate social responsibility focus is on financial empowerment, education, and fairness-based community development. With its Fifth Third Foundation, it devotes large annual grants to nonprofit partners, provides support to volunteer-based financial-literacy initiatives such as the Young Bankers Club®, and incorporates community input into program development. Integrity, stewardship, and inclusiveness, its defined values, inform grantmaking by seeking short-term impact as well as long-term capacity building.

Fit with JTPL

Because Fifth Third Bank is local to the Midwest and well-known, Fifth Third can bring targeted financial-literacy workshops onto the mobile library, linking book outreach with practical money-management skills. Their volunteer network is already working with students and curriculum in schools. As they are already making themselves known in the area, teaching

financial literacy to the future youth generations and their families is extremely important and valuable.

2. Old National Bank

Overview of Mission and Values

Old National Bank's Foundation believes in prosperous communities empowered by access to education, culture, and workforce preparation. Its corporate social responsibility approach focuses on youth achievement, especially early literacy, and economic inclusion by way of small-business grants and educational scholarships. Old National even puts of yearly reports about financial literacy rates.

Fit with JTPL

One National has a branch in Jeffersonville, placing them within easy reach of every Jeffersonville neighborhood. Their focus on youth reading readiness dovetails perfectly with a mobile library's mission, and their data-driven approach to grantmaking means they will value the library's tracking of checkouts, attendance at story-hours, and community feedback as metrics of sponsorship ROI.

3. Indiana University Health

Overview of Mission and Values

IU Health makes community health education an integral part of its broader mission to enhance wellness statewide within Indiana. Their CSR initiatives involve mobile clinics, pediatric reading rooms within hospitals, and school partnerships to provide health screenings as well as literacy events. They have a strong presence all over the state of Indiana and continue to push towards equity for all.

Fit with JTPL

IU Health's huge focus on preventative care can be used to their advantage. They can provide preventative health materials through the library to both youth and their families. As JTPL has a large population of underprivileged students and families, this type of preventative care may not be something that they are used to receiving or going to the doctor for. There is a certain amount of health education that will need to happen for families to understand.

4. Meijer

Overview of Mission and Values

Meijer has a Community Rewards program that provides a huge relief to those struggling with food insecurity or poverty. It also helps with educational programs and youth development as well. They have a strong local focus on pushing healthiness onto the communities they are involved in. They continue to push healthy initiatives through their stores.

Fit with JTPL

There is a Meijer in neighboring New Albany, putting them in close proximity to Jeffersonville. Supporting the bookmobile would enable them to combine giveaways of books with nutritional demos and summer-meal registration drives—all within a single stop offering literacy and health-related resources to each stop. The programmatic overlap would enhance literacy and food-security impacts in economically at-risk neighborhoods.

5. Toyota Motor Manufacturing

Overview of Mission and Values

Toyota is known for

Fit with JTPL

Toyota's vehicle full-wrap makes a powerful statement: learning drives innovation. Toyota has a large focus on STEM, specifically future engineers, and this would engage

Jeffersonville students in robotics demonstrations, coding challenges, and engineering storytelling. This aligns within Toyota's mission of opening STEM careers to historically underprivileged youth.

6. Anthem Blue Cross Blue Shield

Overview of Mission and Values

The CSR priorities of Anthem center on social health determinants—especially health literacy, digital inclusion, and preventive care. Their parent organization sponsors community programs pairing medical screenings with nutrition, mental health, and disease-management education, aiming to act with collaboration, integrity, and innovation.

Fit with JTPL

Sponsorship of the mobile library provides Anthem with a literal vehicle to deliver health information and preventive care resources to communities' front doors. They are known for their huge focus on inclusion and health safety. Branded stations can deliver complimentary health-literacy materials, children's books, sign-up help for telehealth, and blood-pressure screenings.

7. Republic Bank & Trust (Banking)

Overview of Mission and Values

Republic Bank's Community Foundations advocate youth development, educational fairness, and economic possibility in the Louisville–southern Indiana market area. They focus on partnerships yielding measurable increases in literacy and workforce readiness, based on their values of community responsibility, creativity, and openness.

Fit with JTPL

With deep roots in Jeffersonville's service area, Republic Bank can leverage its local brand trust to drive mobile-library attendance. I believe hosting literacy events and pushing financial literacy at the library would be extremely helpful. Families of youth could also be taught financial literacy, which could result in lowering poverty within these areas.

8. LG&E and KU Energy

Overview of Mission and Values

LG&E and KU Energy are one of a kind on this list due to their unique focus. They are one of the only energy-conservation focused sponsors, which would be a great learning opportunity for students. Their "Read & Serve" reading events integrate energy-conservation themes into reading programs as expressions of responsibility, safety, and community service values.

Fit with JTPL

A co-branded vehicle wrap from LG&E and KU can convert the bookmobile into an interactive display concerning energy-safety and sustainability and more-conventional literacy programming. We have constantly seen buses and other large vehicles with these promotional wraps. Short presentations on responsible energy use or community carbon-footprint advice can be included at any stop as well.

9. Courier Journal

Overview of Mission and Values

As the leading news source in Louisville, the corporate social responsibility programs of the Courier Journal include literacy programs, newsroom tours, and sponsored op-eds on nonprofit partners. They promote community-reading programs of public libraries by advertising them and tracking community-reading data by "Read On" community series. These programs are

driven by its guiding values, such as civic responsibility, journalistic integrity, and community service.

Fit with JTPL

An in-kind media sponsorship from the Courier Journal elevates the library's visibility: feature stories on mobile-library stops; free ad space for program promotion; and newsletter highlights for sponsors. Their editorial reach can amplify each event, while the mobile-library wrap itself becomes a moving billboard endorsing both literacy and quality local journalism.

10. Scholastic, Inc.

Overview of Mission and Values

Scholastic has made themselves renowned for providing education materials and books to underprivileged schools and children. Despite any national leadership changes, Scholastic has had a huge focus on inclusivity and creativity for youth. They work to prepare students for their futures and teach literacy skills to those in need.

Fit with JTPL

Scholastic has long been recognized as a national leader in the United States as a leader in youth education. Even as a young student, I have fond memories of many Scholastic book fairs that were hosted at my school. I was able to afford some low-priced books to further my learning and grow. Scholastic's focus on youth education and success are crucial to ongoing partnership.

Dissecting These Partnerships

Through these ten partnerships, the Jeffersonville Township Public Library's mobile outreach will become a nexus of learning, wellness, and civic engagement. Each sponsor brings not only financial support but also programmatic expertise and volunteer capacity, ensuring that

every stop delivers a cohesive blend of literacy, health, STEM, and community-building services. This multi-sector collaboration embodies a forward-thinking model for public libraries in the twenty-first century—one in which library walls extend into the streets, and corporate social responsibility translates into shared social impact.

Strategic Benefits Analysis Fact Sheet

This is a special chance to connect your brand with community service and educational advancement with the Bookmobile Project. The Jeffersonville Township Public Library's goal of advancing literacy across the city is carried out on wheels by the Bookmobile. As it moves through neighborhoods, parks, and school districts the Bookmobile acts as a mobile billboard, reaching over a thousand residents in unorthodox ways. This is one of the main benefits of mobile brand awareness. The Bookmobile engages with all kinds of people, including adults, children, seniors, and students. This creates marketing opportunities for all generations.This series of events can serve as an ideal example for businesses of pragmatic corporate social responsibility (CSR), providing an institution that upholds civic health, equity, and education. These values become more important to employees, clients, and investors daily. Last but not least, contributing to community programs can be necessary in developing consumer goodwill and patronization since customers will tend to support companies that reward societal improvement.

Data and Relevant Evidence: Why This Model is Successful

- Bookmobiles raise library usage by up to 60 percent in under-served zip codes more so for transportation-constrained households (Public Library Association, 2021).

- In Jefferson County, a fourth of residents do not use a bricks-and-mortar library due to lack of proximity or lack of access to transportation means (Literacy Indiana, 2023).
- These mobile digital literacy initiatives improve technology competency among adults aged 40 years and above by 45 percent (Urban Libraries Council).
- Louisville Free Public Library's "Library on the Go" program saw teen STEM programming boost by 37 percent in a year as a best-practice example of effective reach with impact.

Statement from a Similar Program Sponsor:

> "Collaboration with Louisville Free Public Library's mobile outreach allowed us to touch base with underserved families. The program exceeded our estimates for increased youth involvement and our collaboration with members of our community." — Community Relations Director, XYZ Corporation

Adherence to CSR and ESG goals:

- Physical Social Impact: Provide unambiguous proof of digital inclusion and community learning advancements.
- Development for Diversity and Inclusion: Will encourage equal allocation of resources for populations that are underrepresented.
- Stakeholder Engagement: Create more in-depth employee and partner relationships through transparent community investment.
- Reporting and Accountability: Utilize written reports in backing ESG reporting systems and reports on corporate responsibility.

Sponsorship Incentives: Impact with Exposure

- Branding and Logo Positioning: Sponsor logos will appear on the outside wrap of the Bookmobile, printed promotional materials, newsletters to the community, and online media for JTPLF.
- High-Profile Public Appearances at Major Events: Sponsors will be also publicly promoted at launch parties, literacy festivals, school visits, and year-end donor appreciation ceremonies.
- Online Engagement: Quick Response codes on the Bookmobile will direct visitors to sponsor sites, drives, or content with measurable customer participation.

3. Create a Corporate Sponsorship Package for the Bookmobile: Tri-Fold/Bi-Fold Design: Zac



ABOUT US

THE BOOKMOBILE IS A FULLY-EQUIPPED MOBILE LIBRARY DESIGNED TO CLOSE LITERACY GAPS, PROMOTE DIGITAL ACCESS, AND SERVE NEIGHBORHOODS WHERE TRANSPORTATION OR ECONOMIC BARRIERS LIMIT ACCESS TO TRADITIONAL LIBRARIES.

KEY STATS

25% OF JEFFERSON COUNTY'S POPULATION DOES NOT HAVE LIBRARY ACCESS BECAUSE OF TRANSPORTATION RESTRICTIONS

BOOKMOBILES CAN INCREASE LIBRARY USAGE BY 60% IN UNDER-SERVED ZIP CODES

BOOSTS TECHNOLOGY SKILLS AND SCHOOL READINESS AMONG CHILDREN AND ADULTS



CORPORATE BENEFITS

Mobile Brand Awareness – Your brand moves throughout the city

Community Engagement – Direct access to young people, parents, seniors

CSR Alignment – Support literacy, health, and digital inclusion

Co-Branded Events – Shared programmes, pop-ups, outreach events

WHY SHOULD YOU SPONSOR US?

Your donations give books, broadband, and opportunity directly to those who need it most. Bringing books to young people, seniors, and families in low-resourced communities
Tech Equity
Free Wi-Fi and digital tools on board to close the digital divide
Bilingual & Multicultural Programming
Serving Clark County's diverse communities
Early Childhood Involvement

SPONSORSHIP OPPURTINIES

SPONSORSHIP OPPORTUNITIES
TITLE SPONSOR – $15,000
LOGO WRAP ON VEHICLE + MAJOR BRANDING

GOLD SPONSOR – $10,000
LOGO ON REAR PANEL + DIGITAL/PRINT MATERIALS

SILVER SPONSOR – $5,000
NAME LISTED ON MARKETING + SOCIAL MEDIA

COMMUNITY PARTNER – INDIVIDUAL AMOUNT TAILOR-MADE IMPACT PACKAGES PROVIDED

BECOME A SPONSOR TODAY!

JOIN THE TEAM AND HELP COUNTLES CHILDREN REACH THEIR LEARNING GOALS



Serving more than 120 stops annually
Reaching 4,000+ residents per year
Collaborating with area schools, pantries, and housing agencies Be Seen. Be Remembered. Sponsors receive center-stage logo placement throughout the Bookmobile, marketing materials, and at each public appearance.

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