



Program Participation Agreement
“I Love to Read with McDonald’s” Reading Initiative
Presented by McDonald’s El Paso

This Agreement is entered into by and between the undersigned School District (hereinafter “District”) and McDonald’s El Paso for participation in the **“I Love to Read with McDonald’s”** literacy initiative.

1. Program Description

“I Love to Read with McDonald’s” is an 8-week reading incentive program for K–3rd grade students designed to foster reading enjoyment and achievement through weekly reading goals, school support, and student rewards.

Program Dates:

September 15, 2025 – December 7, 2025

The program will be introduced to students during the week of September 8, 2025.

2. District Commitments

By signing below, the district agrees to:

- **Promote the Program** within participating K–3rd grade schools.
- **Distribute reading materials and incentives** provided by the Program Sponsor to students and teachers.
- **Track and support weekly reading progress** of students.
- **Hold a final recognition event** for participating students, supported by Program Sponsor.

3. Program Sponsor Commitments

McDonald’s El Paso agrees to:

- Provide **\$1,000 per participating school** (up to 15 total) for reading materials or enhancement of existing literacy programs.
- Supply **student and teacher incentives**, including:
 - Free food coupons (ice cream, 4-piece nuggets, hamburgers)
 - Certificates and free books for program completers



- Entry into sweepstakes for bikes and family McDonald's parties
- Create and deliver posters, banners, flyers, and other promotional materials.
- Coordinate media coverage and guest reader appearances.
- Facilitate the final recognition events featuring McDonald's characters and community leaders.

4. Reporting & Communication

The District will assign a point-of-contact (POC) to coordinate with the Program Sponsor and provide updates on student progress, event logistics, and material distribution.

POC Name: _____

Email: _____ Phone: _____

5. Term & Termination

This Agreement shall be effective upon signature and will remain in effect through the end of the program on **December 7, 2025**. Either party may terminate with written notice, though any funds or materials already provided shall remain with the District.

6. Acceptance and Signatures

By signing below, the District agrees to participate in the "I Love to Read with McDonald's" program and to uphold its responsibilities as outlined in this agreement.

Authorized District Representative

Name: _____

Title: _____

Signature: _____

Date: _____

Program Agency– Lopez PR & Marketing Group

Name: _____

Title: _____

Signature: _____

Date: _____