



# Home Run Readers Cross-field Reading Promotion Program

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Baseball field activities

## FANS READER



Library activities

### Cross-field connection

ENDORSER

FREE TICKETS

SCHOOLS

LECTURES

BOOK FAIR

READING GUIDE

STADIUM

BOOKMOBILE

LIBRARIES

WRITING CONTEST



### Promotion Strategy

### Results(2016-2021)

### Stakeholders



17 COUNTIES



119 PUBLIC LIBRARIES



40,000 TICKETS



910,000 PARTICIPANTS

CTBC(BANK)

BALL TEAM

PLAYERS

PERFORMERS

BOOKSHOPS



NLPI (LIBRARY)

LIBRARIES

STUDENTS

FAMILIES

PUBLISHERS

HOSPITAL



## SROI

Certification  
SOCIAL  
RETURN  
ON  
INVESTMENT

TOTAL  
OUTCOME :  
5,013,431 €

TOTAL  
INPUT:  
557,455 €

## SROI = 1 : 8.99

For every EUR 1  
invested, the social  
value is EUR 8.99



SROI Report

## Professional Baseball Stars over the years



國立公共資訊圖書館  
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