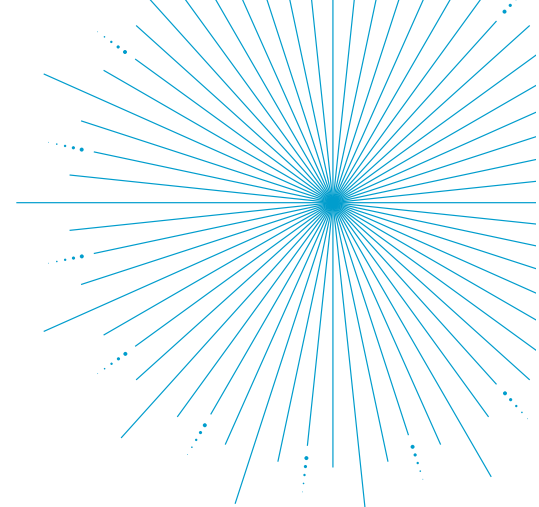
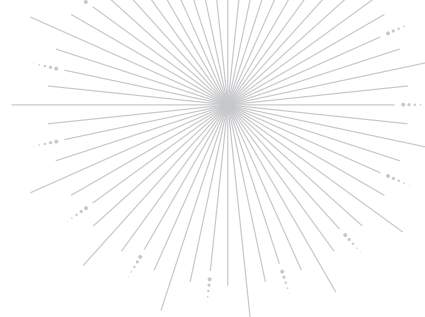


10TH ANNUAL  
*Storybook Ball*  
PRESENTED BY  
UNITED THROUGH READING



**Board of Trustees**

**OFFICERS**

Douglas Stewart, USA (Ret), Chair  
*BAE Systems, Inc. (Ret)*

Brian J. Roehrkasse, Vice Chair  
*VP Communications, BAE Systems, Inc.*

CMSgt Denise M. Jelinski-Hall,  
USAF/ ANG (Ret), Secretary  
*Senior Enlisted Advisor #3  
National Guard Bureau*

Sean McHugh, Chief Financial Officer  
*Vice President and Treasurer, Carter's Inc.*

**MEMBERS**

Josie Beets  
*SAFE Project  
National Coordination*

Rebecca B. Hall, CFP®, APMA®, CHFC®, CASL®  
*CEO of RBH Global Wealth Partners  
An Ameriprise Private Wealth Advisory Practice*

Christi Ham, Educator and Military Spouse

RADM Fran Holian, USN (Ret)  
*Northrop Grumman Corp. (Ret)*

Dwayne N. Junker, USN (Ret)  
*Senior Advisor, Office of the President  
Epsilon Systems Solutions, Inc.*

Jeff Mader, CIO  
*Sun Country Airlines*

Tony Mitchell, Executive VP  
*Justice Homeland Security & Transportation  
Client Services Officer  
Booz Allen Hamilton*

Anne Murphy,  
*CIO, GreatCall, Inc.*

Charles Van Vechten  
*President, Van Vechten Creative Advisors  
Managing Director, Buchanan Brand + Design*

VADM Jim Zortman, USN (Ret)  
*Northrop Grumman Corp. (Ret)*

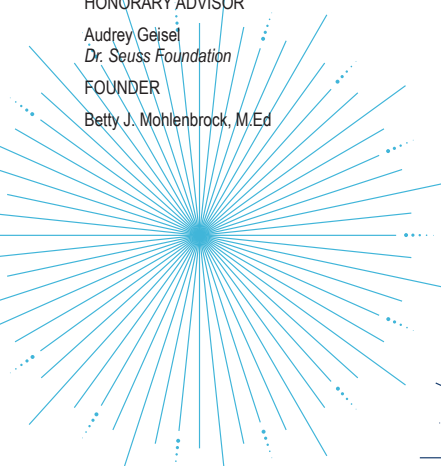
Sally Ann Zoll, Ed.D.,  
*CEO, United Through Reading*

**HONORARY ADVISOR**

Audrey Geisel  
*Dr. Seuss Foundation*

**FOUNDER**

Betty J. Mohlenbrock, M.Ed.



Dear Friend,

For 29 years, United Through Reading (UTR) has provided service members the opportunity to read storybooks to their children from more than 200 recording locations worldwide. We provide a tangible vehicle for families to connect with one another to ease the burden of long deployments and separation due to military assignments.

Last year, UTR launched our 40 Million Stories campaign to highlight the number of stories that might be missed each year by military children. We sent home 25% of those stories but there are a significant number of children who don't have a UTR video recording of Mom or Dad which can make these little heroes more anxious about their parent's safety. We must close the #40MillionStories gap and, for this important reason, we invite you to support our service to military families by becoming a sponsor at our 10th Annual Storybook Ball.

A black-tie event, the Storybook Ball is always an enjoyable and emotional evening attended by military leaders, elected officials, national corporate sponsors, supporters, program beneficiaries, and volunteers who come together to celebrate military families who have forged meaningful connections through the read-aloud experience. The Ball is an important opportunity to raise critical funds to ensure all military families can benefit from this important connection, no matter the distance between them.

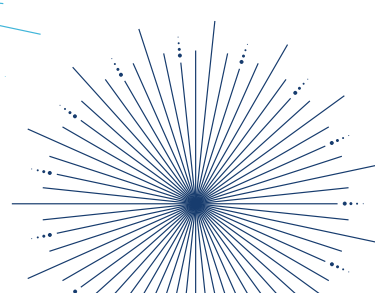
This year's Storybook Ball will be on November 10th at the elegant and newly renovated Manchester Grand Hyatt Hotel in San Diego. We would be honored to include you as a partner and celebrate your generosity at the Ball. Sponsor levels, a backgrounder on United Through Reading and the Storybook Ball, and an auction donation form are attached. We encourage you to mark your calendar for November 10th and join us in celebrating military families!

Thank you for your consideration.

Gratefully,

Sally Ann Zoll, Ed.D.  
Chief Executive Officer

Charles Van Vechten  
Storybook Ball Chair





## PREMIUM SPONSORSHIP BENEFITS PACKAGES

### TITLE SPONSOR \$50,000 <sup>1 AVAILABLE</sup>

- Premier logo recognition on event invitation distributed to San Diego dignitaries, senior military, senior corporate executives, friends and partners of United Through Reading
- Private Meet and Greet Opportunity and Photo Op with Honorees
- Three premier tables at the dinner, including twelve seats for six VIPs and their guests
- All guests invited to the VIP Reception
- Valet parking passes for all guests
- Recognition as a donor to the 40 Million Stories Campaign with national recognition opportunities including the Washington DC Tribute to Military Families Gala
- A copy of *The Giving Tree* by Shel Silverstein with custom book plate for each guest recognizing your company's support
- Prominently placed sponsor logo and company listing in the evening's printed program
- Premier logo placement on electronic billboard presented during the evening and UTR Website
- Sponsor recognition in San Diego print media partner and press release.
- Premium wine served during dinner

### HARRY POTTER SPONSOR \$25,000 <sup>1 AVAILABLE</sup>

- Exclusive host of the VIP reception at the 10th Annual Storybook Ball
- Logo recognition on all signage, bars, and napkins
- Opportunity to brand a signature drink
- Premier recognition with logo on event invitation distributed to San Diego dignitaries, senior military, senior corporate executives, friends and partners of United Through Reading
- Two premier tables at the dinner, including eight seats for four VIPs and their guests, if desired
- All guests invited to the VIP Reception
- Prominently placed full-color sponsor logo and company listing in the evening's printed program
- Premier logo placement on electronic billboard presented during the evening and UTR Website
- Sponsor recognition in San Diego print media partner and press release.
- Premium wine served during dinner



### **WHERE THE WILD THINGS ARE SPONSOR \$15,000 1 AVAILABLE**

- Exclusive host of the Storybook Ball After-Party
- Two premier tables (16 tickets) with premier seating, including four seats for two VIPs and their guests, if desired.
- All guests invited to the VIP Reception
- Prominently placed full-color sponsor logo and company listing in the evening's printed program
- Premier logo placement on electronic billboard presented during the evening and UTR Website
- Sponsor recognition in San Diego print media partner
- Premium wine served during dinner

### **SHOULD I SHARE MY ICE CREAM? SPONSOR \$10,000 4 AVAILABLE**

- Opportunity to sponsor the dessert course with logo displayed on dessert plate
- One premier table (8 tickets) with premier seating including a VIP and their guest
- Logo prominently positioned in invitation, printed program and all promotional materials and event signage
- All guests invited to the VIP reception
- Premier logo placement on electronic billboard presented during the evening and UTR Website
- Sponsor recognition in San Diego print media partner
- Premium wine served during dinner

### **PETER RABBIT SPONSOR \$5,000 4 AVAILABLE**

- One table (eight tickets) with premier seating, or an opportunity to host a table of active duty beneficiaries and their guests.
- Logo/name prominently positioned in invitation, printed program and all event promotional materials
- Four guests invited to the VIP reception
- Logo/name placement on electronic billboard presented during the evening and UTR Website
- Sponsor recognition in San Diego print media partner
- Premium wine served during dinner

### **CHARLOTTE'S WEB SPONSOR \$2,500 10 AVAILABLE**

- Four tickets with premier seating
- Logo/name positioned in invitation, printed program and all event promotional materials
- Logo/name placement on electronic billboard presented during the evening and UTR Website
- Sponsor recognition in San Diego print media partner
- Premium wine served during dinner

#### ***For more information on sponsorship opportunities, please contact:***

Kara Dallman, Senior Director for Development  
(703) 300-6756 or [karadallman@utr.org](mailto:karadallman@utr.org)  
[www.unitedthroughreading.org/storybook-ball](http://www.unitedthroughreading.org/storybook-ball)



# AUCTION CONTRIBUTION

For our 2018 Storybook Ball auction, we are looking for amazing art, wine, luxury items and/or experiences and travel. Please fill out this form and return by **October 10, 2018**.

Thank you for your support.

## CONTRIBUTION ITEM:

**DESCRIPTION:** Include information to promote your contribution. Please supply information regarding color, size, rarity, dates, unusual aspects, associated costs relating to use of item or facility, interesting facts, type of service, etc.

We welcome any promotional material for display and description. These items will not be returned.

**RESTRICTIONS:** Include number of persons, time of year, excluded dates, geographic limitations, insurance requirements, expiration date, etc.

**VALUE OF ITEM:** \$ \_\_\_\_\_ Dollar amount required for tax purposes.

Is this a tangible item that will be present at the auction? YES  NO

If NO, will you provide a certificate or shall we create one using information on this form? \_\_\_\_\_

**DELIVERY DATES:** All auction items and completed forms must be received by October 10, 2018.

NAME AS YOU WISH TO APPEAR \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY / STATE / ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

For questions about contributing auction items, or to submit form,  
email: [kaylateague@utr.org](mailto:kaylateague@utr.org)



1455 Frazee Road, Suite 500, San Diego, CA 92108 P 858.481.7323

[www.unitedthroughreading.org](http://www.unitedthroughreading.org)

A 501(c)(3) nonprofit organization



### BACKGROUND ON UNITED THROUGH READING

In nearly 200 locations worldwide, United Through Reading offers service members the opportunity to be video-recorded reading books to their children at home. The program creates an emotional connection between parents and their children, encourages literacy, and eases the difficulties of homecomings. United Through Reading's Storybook Ball will celebrate military families who have forged meaningful connections through the read aloud experience and give recognition to the corporate, public policy and military leaders whose vision and support have been vital to United Through Reading's mission delivery.

### BACKGROUND ON THE STORYBOOK BALL

A centerpiece of United Through Reading's presence in San Diego, CA, the Storybook Ball brings 300 corporate executives, senior military leaders, long-time supporters, and military families together for a special evening that typically includes remarks from a Military Guest of Honor, heartfelt stories from beneficiary families on the impact of United Through Reading, and celebrates military families who have forged meaningful connections through the read aloud experience. Details on this year's event:

#### 2018 10TH ANNUAL STORYBOOK BALL

Saturday, November 10, 2018  
Manchester Grand Hyatt, San Diego, CA

5:00 p.m. VIP Reception  
5:30-6:45 p.m. Silent Auction and General Reception  
7:00-9:30 p.m. Dinner, Live Auction and Program

#### STORYBOOK BALL CHAIR

Charles Van Vechten

#### SENIOR MILITARY GUEST OF HONOR

Vice Admiral John Alexander, Commander, U.S. 3rd Fleet

#### HOST COMMITTEE CO-CHAIRS

Mrs. Ellen Miller and Mrs. Charlotte Alexander

#### PREVIOUS MILITARY GUESTS OF HONOR:

(2017) Vice Admiral Dixon Smith, USN, Deputy Chief of Naval Operations, Fleet Readiness and Logistics  
(2016) Vice Admiral Mike Shoemaker, USN, Commander, Naval Air Force, US Pacific Fleet  
(2015) Sergeant Major Bryan Battaglia, USMC, 2nd Senior Enlisted Advisor to the Chairman of the Joint Chiefs  
(2014) Admiral Jonathan Greenert, 30th Chief of Naval Operations

#### PREVIOUS HONOREES

Representative Susan Davis (CA 53)  
Barbara Bush Foundation  
Bob Woodruff Foundation  
PGA Golfer Rory Sabatini

#### PREVIOUS CORPORATE HONOREES

BAE Systems Inc.  
USAA Bank  
Target Corporation  
San Diego Gas & Electric  
NBC 7 San Diego  
Northrop Grumman Foundation  
San Diego Military Advisory Council

#### PREVIOUS CHILDREN'S BOOK AUTHORS

James Patterson  
Jeff Kinney  
Laura Numeroff  
Kate DiCamillo

*For more information on sponsorship opportunities, please contact:*  
Kara Dallman, Senior Director for Development  
(703) 300-6756 or karadallman@utr.org



1455 Frazee Road, Suite 500, San Diego, CA 92108 P 858.481.7323  
[www.unitedthroughreading.org](http://www.unitedthroughreading.org)  
A 501(c)(3) nonprofit organization