Our 2020 Event

In response to COVID-19 and for the safety of our sponsors, guests, and staff, this year United Through Reading will be holding a virtual celebration, *Storybook Chapters*, in lieu of Storybook Ball.

*Storybook Chapters* will celebrate our San Diego supporters through a series of videos highlighting United Through Reading’s READiness365 campaign themes. Ninety-eight percent of families said United Through Reading is a critical family readiness and resiliency tool.

Sponsorship opportunities are available. For more information, please contact Betsy Pigg at 252.412.8671 or sponsorship@utr.org

**CHAPTER #1: FAMILY CONNECTIONS**
**PREMIERES NOVEMBER 9, 2020**
United Through Reading maintains vital FAMILY CONNECTIONS no matter the distance, boosting morale and making reintegration easier.

**CHAPTER #2: COMMUNICATION**
**PREMIERES NOVEMBER 10, 2020**
Through storytime-on-demand, United Through Reading provides COMMUNICATION that is reliable, repeatable, and accessible.

**CHAPTER #3: FAMILY ROUTINES**
**PREMIERES NOVEMBER 11, 2020**
United Through Reading reinforces FAMILY ROUTINES by making sure no one misses a bedtime story, reducing stress for the whole family.

**CHAPTER #4: DAILY READING**
**PREMIERES NOVEMBER 12, 2020**
United Through Reading promotes DAILY READING, strengthening literacy skills and educational development.

**CLOSING CHAPTER**
**LIVE VIRTUAL EVENT PREMIERES NOVEMBER 14, 2020**
A virtual celebration of our supporters featuring a live auction and special appearances!

Past Supporters in San Diego
Sponsor Benefits

PREMIUM SPONSORSHIP BENEFITS PACKAGES

TITLE PAGE SPONSOR $50,000 (1 AVAILABLE)
• Select benefits as investors in the READiness365 Campaign including Logo placement on the App Recording Page (audience: Service Members) AND Logo placement on the App Story Library Page (audience: Military Families)
• Recognition as a donor to the READiness365 Campaign with national recognition opportunities including the Washington DC Tribute to Military Families Gala
• Premier logo recognition on virtual event electronic invitation distributed to San Diego dignitaries, senior military, senior corporate executives, friends, and partners of United Through Reading
• Opportunity to have sponsor remarks in the “Closing Chapter” virtual event video and recognition on “Presenting Sponsor” slide
• Premier logo placement on UTR Website and end credits of “Chapter” virtual events
• Dedicated social media posts
• Premier logo placement on the “Waiting Room” slide

TABLE OF CONTENTS SPONSOR $25,000 (1 AVAILABLE)
• Select benefits as investors in the READiness365 Campaign including choice of Logo placement on the App Recording Page (audience: Service Members) OR Logo placement on the App Story Library Page (audience: Military Families)
• Recognition as a donor to the READiness365 Campaign with national recognition opportunities including the Washington DC Tribute to Military Families Gala
• Opportunity to sponsor “Chapter 2” virtual event including a chance for company representative to record remarks to be included in the sponsored video
• Premier recognition with logo on virtual event electronic invitation distributed to San Diego dignitaries, senior military, senior corporate executives, friends, and partners of United Through Reading
• Premier logo placement on UTR Website and end credits of “Chapter” virtual events
• Dedicated social media posts
• Prominent logo placement on the “Waiting Room” slide

SPONSORSHIP BENEFITS PACKAGES

CHAPTER SPONSOR $10,000 (3 AVAILABLE)
• Opportunity to sponsor one of three “Chapter” virtual events including a chance for company representative to record remarks to be included in the sponsored video
• Logo prominently positioned in virtual event electronic invitation and all promotional materials
• Premier logo placement on UTR Website and end credits of “Chapter” virtual events
• Dedicated social media posts
• Recognition at the 2021 Tribute to Military Families in Washington, D.C. at the matching sponsor level

ACKNOWLEDGMENT SPONSOR $5,000 (4 AVAILABLE)
• Logo/name prominently positioned in virtual event electronic invitation and all promotional materials
• Logo/name placement on UTR Website and end credits of “Chapter” virtual events
• Recognition at the 2021 Tribute to Military Families in Washington, D.C. at the matching sponsor level

DEDICATION SPONSOR $2,500 (10 AVAILABLE)
• Name positioned in virtual event electronic invitation and all promotional materials
• Name placement on UTR Website and end credits of “Chapter” virtual events

All benefits are for the time period of November 14, 2020 – May 14, 2021 with the right of first refusal for subsequent years.