

The United Through Reading
Greater San Diego Area
READiness365 Campaign

PRESENTS:

Storybook chapters

PRESENTED BY
UNITED THROUGH READING



NOVEMBER 9-14, 2020

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

BAE SYSTEMS



MASTER OF CEREMONIES

Catherine Garcia
NBC 7 San Diego



MILITARY GUESTS OF HONOR

(Invited)
VADM DeWolfe "Chip" Miller, USN
Commander, Naval Air Forces

Mrs. Ellen Miller
*Chair Emeritus
Storybook Ball Host Committee*



THE AUDREY GEISEL FRIEND OF MILITARY CHILDREN AWARD

Brad Meltzer
*Best Selling Author of the Ordinary
People Change the World series*

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.

