



Reading and Resiliency Circle Impact Opportunities



Giving levels indicate impact of your giving; Levels \$50,000 and up can be customized

	\$150,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000
Reading Ready Kit	✓ 1,500 kits	✓ 1,000 kits	✓ 750 kits	✓ 500 kits	✓ 250 kits	✓ 100 kits
Embedded or Location Story Station	✓ 15	✓ 10	✓ 7.5	✓ 5	✓ 2.5	✓ 1
Drive Through Event	✓ 30 Events	✓ 20 Events	✓ 15 Events	✓ 10 Events	✓ 5 Events	✓ 2 Events
6-Week Reading & Recording Challenge				✓ 5 Challenges	✓ 2.5 Challenges	✓ 1 Challenge
Pop Up Story Station	✓ 30	✓ 20	✓ 15	✓ 10	✓ 5	✓ 2
Video Recorded Storytime for Military Families	✓ 750 families	✓ 500 families	✓ 375 families	✓ 250 families	✓ 125 families	✓ 50 families
Reading Partnership with Military Libraries	✓ 60+	✓ 40	✓ 30	✓ 20	✓ 10	✓ 4
Recording Kit + Supplies	✓ 150 kits	✓ 100 kits	✓ 75 kits	✓ 50 kits	✓ 25 kits	✓ 10 kits
Book Bags						✓ 5,000 bags
Story of the Month Club						✓
Reading Campaign	✓ 3 Campaigns	✓ 2 Campaigns		✓ 1 Campaign		
Book Theme Sponsor					✓	
UTR Frequent Reader Rewards Program			✓ 1 program			
Mobile Story Station	✓ New + 6 mos. operations	✓ Operations for 1 yr.				
UTR Program for 1 Service Branch for 1 Year		✓				
Volunteer Support and Recognition Program			✓			
App Maintenance and Help Desk Support	✓					
Invitations to Tribute to Military Families in Washington, DC and Storybook Ball in San Diego, CA	✓	✓	✓	✓	✓	✓

1455 Frazee Road, Ste 500
San Diego, CA 92108

858.481.READ(7323)

unitedthroughreading.org

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



Visibility Opportunities

	\$150,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000
App Recognition	✓	✓	✓			
Website Recognition	✓	✓	✓	✓	✓	✓
Dedicated Social Media Posts	✓	✓	✓	✓	✓	✓
Print, Published & Virtual Recognition	✓	✓	✓	✓	✓	✓
Event Recognition at Tribute to Military Families in Washington, DC or Storybook Ball in San Diego, CA	✓	✓	✓	✓	✓	✓
Photo Ops & VIP Meet & Greets	✓	✓	✓	✓		
Annual Report Recognition	✓	✓	✓	✓	✓	

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Reading and Resiliency Circle Explanation of Impact and Visibility Opportunities



Impact Opportunities:

Reading Ready Kit - A gift of literacy resources for military families. These kits include children's books, information about the importance of a daily read-aloud routine, and a fun child-focused instructional guide to teach their parents about how to use the United Through Reading App to keep military families reading together no matter the distance! (\$100 per kit)

Embedded or Location Story Station - Offering UTR where service members and Veterans work or seek services! Location Story Stations are UTR video-recording sites located at libraries, schools, community centers, or with program partners. Embedded Story Stations are sites embedded directly in military units which can deploy with the units. (\$10,000 per Story Station)

Drive Through Event - Let's get literacy tools to vulnerable military children and families! Military families receive a book and program engagement instructions at a UTR sponsored or partner drive through event, often in collaboration with food or supply distribution partners. (\$5,000 per event)

6-Week Reading & Recording Challenge - Read, Record, Win, Repeat! A 6-week promotion advancing military family literacy by encouraging military families to make video recordings via the UTR App. Prizes are awarded at different levels based on the number of recordings the family makes. (\$10,000 per Challenge)

Pop-Up Story Station - United Through Reading pop ups everywhere! Help us serve military families at military-focused events on and off military installations, including National Guard and Reserve pre- and post-deployment events, military-focused conventions, and entertainment venues. (\$5,000 per Story Station)

Video Recorded Storytime for Military Families - Video recorded storytime keeps military families connected and resilient while facilitating the educational development of vulnerable military children. Your support will help us deliver our services so families can read together even when the service member has to be away from home. (\$200 per family per year)

Reading Partnership with Military Libraries - A perfect match - UTR and military libraries! Help us collaborate with military libraries to get children's books into military households while educating parents about the free literacy and family connection resources available through United Through Reading. (\$2,500 per Library)

Recording Kit + Supplies - Video recorded stories require recording kits. Help us equip a story station with the required video recording equipment, media, and supplies. (\$1,000 per kit)

Book Bags - Help military families keep their UTR information and books together in a branded bag. (\$20 per bag)

Story of the Month Club - Who wouldn't want a free new book every month? That's what military kids receive when they sign up for our Story of the Month Club and their service member or Veteran video records it via the UTR App. Both are literacy skill-building tools that keep families reading together, even during periods of physical separation!

Reading Campaign - United Through Reading keeps reading fun through fresh content packaged into a themed quarterly campaign. (\$50,000 per Campaign)

Book Theme Sponsor - Health and wellbeing? Financial Literacy? Pick a theme and we will find three fun and informational children's books so military families can learn together!

UTR Frequent Reader Rewards Program - Let's reward military families for establishing and maintaining their reading routines through UTR video recorded storytime. Families enrolled in this program will receive incentives as they read together!

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Mobile Story Station - Bringing UTR to military and Veteran families where they live, work, and play, the Mobile Story Station is a customized van outfitted with everything needed to make UTR video recorded stories. Service members and Veterans walk away with their UTR video recordings and children's books to provide to the children they love! Each Mobile Story Station serves a specified geographic region.

UTR Program for 1 Service Branch for 1 Year - Army, Navy, Air Force, Marines, and Coast Guard! Help us serve them all by sponsoring outreach, support, and training for a service branch for the year!

Volunteer Support and Recognition Program - UTR can't serve military and Veteran families without a robust volunteer corps. Help train, support, and reward our volunteers who work so hard to make shared family storytime a reality.

App Maintenance and Help Desk Support - The UTR App has been named one of the best Apps for military families! Your assistance will help us maintain the App and provide Help Desk support to users!

Invitations to Tribute to Military Families in Washington, DC and Storybook Ball in San Diego – Join us in celebrating and honoring individuals and companies who are helping military families! Tribute to Military Families will be held in July in Washington, DC and Storybook Ball will be held in November in San Diego, CA.

Visibility Opportunities:

App Recognition - Video featuring the company's UTR support for company's use; Video watermark (1 per time period); Logo Placement on Recording page (audience: Service Members); Logo Placement on Story Library page (audience: Military Families); or Logo Placement on App Landing Page

Website Recognition - As a partner you will receive logo recognition on the UTR website with a direct link to your corporate website. Additionally, the UTR brand can be used on your website for the duration of the support agreement and in historical materials after the period of the agreement.

Dedicated Social Media Posts- Partnership announcement via various social media outlets, working closely with your marketing team to develop and engage your companies branding/community support participation story.

Print, Published & Virtual Recognition - Logo/listing recognition in printed event journals, programs, newsletters, signage, select event invitations, and annual report.

Events Recognition - Display of support during select events.

Photo Ops & VIP Meet & Greets - Level dependent will receive the opportunity for photo opportunities and VIP green room meeting opportunities during select events.

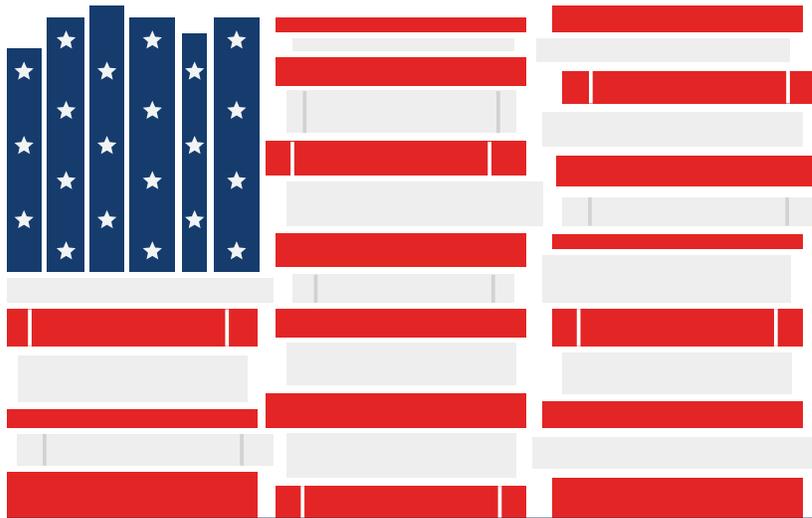
Annual Report Recognition

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READiness 365

READING TOGETHER EVERY DAY, NO MATTER THE DISTANCE.



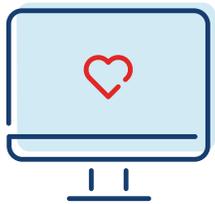
For Military Families, READiness365 Will:



Maintain **FAMILY CONNECTIONS**, boosting morale and making **reintegration easier**. 93% of families said the United Through Reading program made family bonds stronger.



Reinforce **FAMILY ROUTINES** which **reduces stress for the whole family**. 98% of families said United Through Reading is a critical family readiness and resiliency tool.



Provide **COMMUNICATION** that is **reliable, repeatable, and accessible** **storytime on demand**. 97% of families said UTR recordings made deployments or separations easier.



Promote **DAILY READING**, which **strengthens military children's literacy skills and educational development**. 90% of families reported an increase in a child's love of reading since watching UTR video-recordings.

United Through Reading is for More Than Just Deployments

READiness365 is United Through Reading's campaign to bolster military family readiness for all service-related separations by maintaining essential family bonds and building literacy skills through digital storytime. By increasing access to and use of our mobile reading App, while also building access and usage to our Story Stations around the world, **we can make military families reading ready**.

Join **READiness365** today at
unitedthroughreading.org/R365

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