

Storybook Ball

United Through Reading keeps military families reading ready every day, no matter the distance between them. Our storytime videos create an emotional connection between parents and their children, encourage literacy, and ease the difficulties of deployments and time apart due to military duty.

Saturday
November 5, 2022

6:00PM RECEPTION AND SILENT AUCTION
7:00PM DINNER, LIVE AUCTION, AND PROGRAM
HILTON BAYFRONT, SAN DIEGO, CA

THE NEED

2 million

children with a parent who deployed at least once, creating social-emotional challenges that impact academic achievement

6 to 9

moves between kindergarten and high school graduation on average for military children, resulting in educational disruption

50%

of service members ranked time away from family as their top quality of life concern

THE IMPACT

2.7 million

military family members connected through reading since 1989

50,000

books distributed to military families in 2021

10,000+

stories shared through our mobile reading app since 2019

HEAR DIRECTLY FROM MILITARY FAMILIES

When you invest in United Through Reading, you positively impact a military family. The more reading ready our military families are, the stronger our nation is today and tomorrow.



United Through Reading filled a communication void with my two-year-old son. He interacted with the video of me reading, and my wife reported back on the parts of the story that he responded to and what he said. I felt like I was having a dialogue with him that I couldn't have had by any other means.

– DEPLOYED MARINE



Our youngest was only three months old when my husband deployed. He watched his Daddy, in uniform, read to him every night while Daddy was gone. When my husband returned, our son immediately recognized him in a sea of uniformed soldiers and instantly knew his voice. Our son is now about to be 9 years old, still loves to be read to every night, reads on his own, and is in advanced education classes at school. UTR did so much more for us than we could have ever imagined.

– ARMY SPOUSE



2022 Honorees

Audrey Geisel Friend of Military Children Award
Make Your Bed with Skipper the Seal
by Admiral William H. McRaven (Ret)

Military Family Leadership Award
USAA on the occasion of their
100th anniversary and support of military families

Military Guests of Honor

Vice Admiral Kenneth R. Whitesell,
Commander, Naval Air Forces
& Mrs. Melodye Whitesell (invited)

At our annual Storybook Ball in San Diego, California, we honor and celebrate the families that serve our country every day. We pay tribute to the corporate, public policy, and military leaders whose vision and support have been vital to delivering United Through Reading's mission worldwide. Join us for this memorable evening and learn more about those who have forged meaningful connections through read-aloud experiences

Storybook Ball Leadership Committee

The Storybook Ball Leadership Committee spearheads our San Diego efforts to honor military families and the connections they make through United Through Reading.

CHAIR

Robert Pennoyer, *Red Hat*

COMMITTEE

Jennie Brooks, *Booz Allen Hamilton*

Bobby Buchanan, *Buchanan Brand + Design*

Rico Cassoni, *Taste of Wine and Food*

Stephanie Dowse, *Cisco Systems*

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

Kim Hunt, *Komposset Consulting Strategies, LLC*

Dwayne Junker, *USN (Ret), Epsilon Systems Solutions, Inc*

RADM Terry Kraft, *USN (Ret), General Atomics
Aeronautical Systems, Inc.*

Sonia Menon, *Trellix*

Sid Morris, *Sycuan Band of the Kumeyaay Nation*

Anne Murphy, *American Electric Power*

Cathy Spetter, *Navy Federal Credit Union*

David Steindl, *Lockheed Martin Corporation*

Charlie Van Vechten, *Marketing Executive*

Ward Wilson, *USN (Ret), Boeing Defense Space & Security*

Maggie Young, *San Diego Fleet Week Foundation*

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

PREVIOUS MILITARY GUESTS OF HONOR

Vice Admiral Steve Koehler, *USN, 31st Commander, 3rd Fleet*

Vice Admiral John Alexander, *USN, 29th Commander, 3rd Fleet*

Vice Admiral Dixon Smith, *USN, Deputy Chief of Naval Operations,
Fleet Readiness and Logistics*

Vice Admiral Mike Shoemaker, *USN, Commander, Naval Air Force,
US Pacific Fleet*

Sergeant Major Bryan Battaglia, *USMC, 2nd Senior Enlisted Advisor to
the Chairman of the Joint Chiefs*

Admiral Jonathan Greenert, *30th Chief of Naval Operations*

PREVIOUS HONOREES

Vice Admiral DeWolfe Miller, *USN*, and Mrs. Ellen Miller
Representative Susan Davis (CA 53)

Barbara Bush Foundation

Bob Woodruff Foundation

PGA Golfer Rory Sabatini

PREVIOUS CORPORATE HONOREES

Veterans United Foundation & Veterans United Home Loans
BAE Systems Inc.

USAA Federal Savings Bank

Target Corporation

San Diego Gas & Electric

NBC 7 San Diego

Northrop Grumman Corporation

San Diego Military Advisory Council

PREVIOUS CHILDREN'S BOOK AUTHORS

Michael Berenstain Kate DiCamillo

Jeff Gottesfeld Jeff Kinney

Brad Meltzer Laura Numeroff

James Patterson





Partnership Benefits

Your financial contribution provides critical support and deserves recognition.

	Literacy Partner	Connection Partner	Tribute Partner	Supporting Partner	Service Partner
	\$50,000	\$25,000	\$10,000	\$5,000	\$3,000
ACKNOWLEDGED FROM THE PODIUM	X				
OPPORTUNITY TO HOST 2 VIP GUESTS AT YOUR TABLE	X	X			
NATIONAL RECOGNITION AS A READINESS365 PARTNER	X	X			
LOGO RECOGNITION AND COMPANY LISTING IN EVENING PROGRAM	X	X	X		
LOGO RECOGNITION IN PROGRAM ELECTRONIC BILLBOARD	X	X	X	X	
RECOGNITION ON EVENT WEBSITE AND IN EVENT EMAILS	X	X	X	X	
COMPANY LISTING RECOGNITION IN THE EVENINGS PROGRAM AND ELECTRONIC BILLBOARD	X	X	X	X	X
SEATING	6 (1 table)	6 (1 table)	4 seats	4 seats	8 seats

Program Activations*

Make the most of your investment in United Through Reading by selecting a Program Activation. These co-branding and program support opportunities provide you with an opportunity to customize your support and recognition.

	Literacy Partner	Connection Partner	Tribute Partner	Supporting Partner	Service Partner
	\$50,000	\$25,000	\$10,000	\$5,000	\$3,000
MOBILE READING APP DELIVERY PARTNER	X				
POP-UP STORY STATIONS PARTNER	X	X			
BOOK THEME SPONSOR	X	X			
FREQUENT READER REWARDS PROGRAM SPONSOR	X	X	X		
DRIVE-THROUGH EVENT BOOK DISTRIBUTION PARTNER	X	X	X	X	
READING READY KIT SUPPORT	X	X	X	X	
VIDEO-RECORDED STORY TIME SITE SUPPORT	X	X	X	X	
SUPPORT CHILDREN'S BOOKS FOR MILITARY FAMILY STORY TIME	X	X	X	X	X

* Partnerships at \$75K+ will be offered a custom proposal upon request. Program activations are limited in number and scope and are offered on a first come, first served basis. For more information, please contact Josie Beets: josiebeets@utr.org