

11TH ANNUAL

# Storybook Ball

PRESENTED BY  
UNITED THROUGH READING

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CEO, United Through Reading

### HONORARY ADVISOR

In Memoriam  
Audrey Geisel, Dr. Seuss Foundation

### FOUNDER

Betty J. Mohlenbrock, M.Ed

July 19, 2019

Dear Friend,

For 30 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 means for families to connect with one another to ease the burden of long deployments and separation due to military assignments.

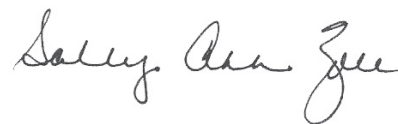
In 2017, UTR launched our 40 Million Stories campaign to highlight the number of stories that might be missed each year by military children. We sent home 30% of those stories but there are a significant number of children who don't have a UTR video recording of Mom or Dad which can make these little 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 11th 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 2nd 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 2nd and join us in celebrating military families!

Thank you for your consideration.

Gratefully,



Sally Ann Zoll, Ed.D.  
Chief Executive Officer





## PREMIUM SPONSORSHIP BENEFITS PACKAGES

### TITLE SPONSOR \$50,000

1 AVAILABLE

- 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
- Private check presentation/photo opportunity and press effort
- Valet 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
- 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
- Official Title Sponsor group photo with VIPs
- Premium wine served during dinner

### HARRY POTTER SPONSOR \$25,000

1 AVAILABLE

- Exclusive host of the VIP reception at the 11th annual Storybook Ball on Nov 2nd, in San Diego, CA including an opportunity to give brief remarks from the podium
- 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
- Premium wine served during dinner





## SPONSORSHIP BENEFITS PACKAGES

### 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
- 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 (eight 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
- 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
- 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
- Premium wine served during dinner

### FOR MORE INFORMATION, PLEASE CONTACT

Kara Dallman, Senior Director for Development at [karadallman@utr.org](mailto:karadallman@utr.org), 703.300.6756  
[unitedthroughreading.org/storybook-ball](http://unitedthroughreading.org/storybook-ball)





## AUCTION CONTRIBUTION

For our 2019 Storybook Ball auction, we are looking for luxury items and/or experiences and travel. Please fill out this form and return by **October 1, 2019**. 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 1, 2019.

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 a form, email [kaylateague@utr.org](mailto:kaylateague@utr.org)





**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 celebrates 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 350 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 celebrate military families who have forged meaningful connections through the read aloud experience. Details on this year’s event:

**2019 11TH ANNUAL STORYBOOK BALL**

Saturday, November 2, 2019  
5:00 p.m. VIP Reception  
5:30-6:45 p.m. Silent Auction  
7:00-9:30 p.m. Dinner, Live Auction, and Program  
Manchester Grand Hyatt, San Diego, CA

**SENIOR MILITARY GUEST OF HONOR**

VADM Chip Miller, Commander, Naval Air Forces  
Commander, Naval Air Force, US Pacific Fleet (Invited)

**LEADERSHIP COMMITTEE CO-CHAIRS**

RADM David Thomas, USN (Ret), VP/GM, BAE Systems SD Ship Repair Inc.  
Cynthia Curiel, VP, Communications, Northrop Grumman Corporation

**HOST COMMITTEE CHAIR** Mrs. Ellen Miller

**PREVIOUS MILITARY GUESTS OF HONOR**

- (2018) Vice Admiral John Alexander, USN, Commander 3rd Fleet
- (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**

- Michael Berenstain
- Kate DiCamillo
- Jeff Kinney
- Laura Numeroff
- James Patterson

**FOR MORE INFORMATION, PLEASE CONTACT**

Kara Dallman, Senior Director for Development at [karadallman@utr.org](mailto:karadallman@utr.org), 703.300.6756  
[www.unitedthroughreading.com](http://www.unitedthroughreading.com) | A nonprofit organization

