



BACKGROUND ON UNITED THROUGH READING® AND THE TRIBUTE TO MILITARY FAMILIES

In more than 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 deployments and separations.

A centerpiece of United Through Reading's presence in Washington, DC, the Tribute to Military Families brings 350 corporate executives, senior military leaders, members of Congress, 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 tributes to our honorees.

2020 Tribute to Military Families

Wednesday, May 20, 2020

6:00 p.m. VIP Reception
6:30 p.m. General Reception
7:10 p.m. Dinner and Program

Campaign Committee Co-Chairs

Maj Gen Roger Teague, USAF (Ret)

LTG Dave Halverson, USA (Ret)
CEO, Cypress International

Andrew W. Mellon Auditorium, Washington, DC

PREVIOUS MILITARY GUESTS OF HONOR

Sergeant Major of the Army, Daniel Dailey, USA
General Paul Selva, USAF, Vice Chairman of the Joint Chiefs of Staff
General Robert Neller USMC, 37th Commandant of the Marine Corps
General James F. Amos USMC, 35th Commandant of the Marine Corps and Mrs. Bonnie Amos
The Honorable Juan Garcia, former Assistant Secretary of the Navy (Manpower and Reserve Affairs)
The Honorable Patrick J. Murphy, former Assistant Secretary of the Army

PREVIOUS CONGRESSIONAL HONOREES

The Honorable Rob Wittman (VA-01), The Honorable Brad Wenstrup (OH-2), The Honorable Steve Womack (AR-3),
The Honorable Kay Granger (TX-12), The Honorable Joe Wilson (SC-2), The Honorable Pete Visclosky (IN-1),
The Honorable Mike Rogers (AL-3), and The Honorable Susan Davis (CA-53)

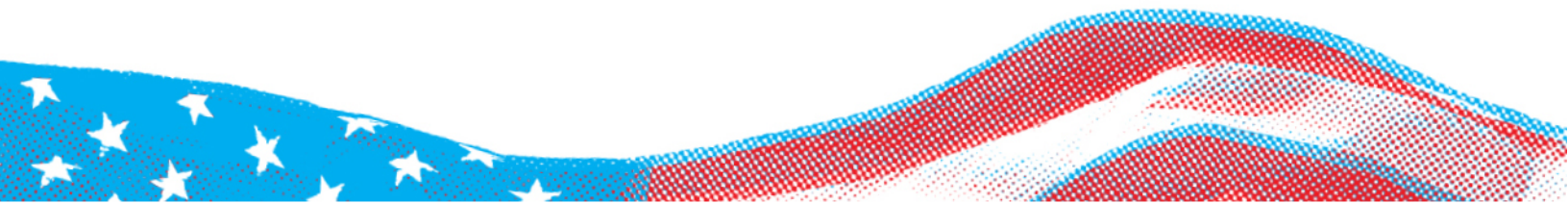
PREVIOUS CORPORATE, NONPROFIT, AND MILITARY HONOREES

BAE Systems, Inc., Reader's Digest Foundation, The Office of Military Community and Family Policy and Military OneSource,
The Chris Kyle Frog Foundation, The Chaplain Corps of the United States Military, Ten Years of Partnership with the USO,
USAA, The Men and Women of the George H. W. Bush Carrier Strike Group, and Birdies for the Brave

HONORED GUESTS HAVE INCLUDED

General Joseph Dunford USMC, Chairman, Joint Chiefs of Staff
Admiral Jon Greenert, USN, Chief of Naval Operations
General David Goldfein, USAF, Chief of Staff of the Air Force
The Honorable Dr. David Shulkin, Secretary of Veterans Affairs

Rep. Bruce Westerman (AK-4)
Representative Bill Johnson (OH-6)
Representative Marc Veasey (TX-33)
Representative Scott Garrett (NJ-5)



SPONSORSHIP BENEFITS PACKAGES

TITLE SPONSOR \$100,000 (1 AVAILABLE, SOLD)

- Title sponsor benefits are customized to meet the sponsors objectives and can include, but are not limited to, all the benefits listed below

EXCLUSIVE VIP RECEPTION SPONSOR \$50,000

- Positioned as the exclusive host of the VIP reception at the Tribute to Military Families on May 20, 2020, in Washington, D.C. including opportunity to give brief remarks during the reception
- Premier recognition with logo on invitation to Tribute to Military Families distributed to all Washington dignitaries, senior military, senior corporate executives, friends and partners of United Through Reading
- Opportunity to be on the stage for the Photo Op of the award presentation to honoree
- Two premier tables of ten at the dinner, including eight seats for four VIPs and their guests, if desired. (VIPs may include Washington dignitaries and senior military officers)
- All guests invited to the VIP Reception
- Prominently placed full-color sponsor logo and company listing in the evening's printed program, on electronic billboard and UTR Website

VIP RECEPTION SPONSOR \$25,000

- Positioned as a host of the VIP reception at the Tribute to Military Families on May 20, 2020, in Washington, D.C. including logo recognition on all signage, bars, napkins
- Opportunity to brand a signature drink at the VIP Reception
- Logo on table top signs to be positioned on bars
- Two premier tables of ten at the dinner, including eight seats for four VIPs and their guests, if desired. (VIPs may include Washington dignitaries and senior military officers)
- 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

COURAGE SPONSOR \$10,000

- One table (10) tickets with premier seating to include a VIP and their guest
- Logo prominently positioned in invitation, printed program and all promotional materials and event signage
- Four guests invited to the VIP reception
- Premier logo placement on electronic billboard presented during the evening and UTR Website

CONSTITUTION SPONSOR \$5,000

- Six tickets with preferred seating
- Listing in invitation, printed program, all promotional materials and event signage
- Recognition via listing on electronic billboard presented during the evening and UTR Website

LIBERTY SPONSOR \$2,500

- Four tickets
- Listing in invitation, printed program and all promotional materials and event signage
- Recognition via listing on electronic billboard presented during the evening and UTR Website

For more information on sponsorship opportunities, please contact Carrie Smith, Director of Events and Special Initiatives at 757.289.2685 or carriesmith@utr.org