



An investment in United Through Reading is an investment in our nation's service members and their families, many of whom are on the front lines of the war against COVID-19!

Military Family READiness365 Investment Levels & Associated Partnership Recognition

United Through Reading READiness365 Annual Benefit Levels	≥\$250k	\$249k-\$100K	\$99k-\$50K	\$49k-\$25K
READiness365 Campaign Benefits				
Premier full-color logo placement on READiness365 landing page	x	x	x	
READiness365 campaign recognition on all campaign and event collaterals	x			
Logo on READiness365 slider on the UTR Home Page	x			
App Benefits				
Video featuring the company's UTR support for company's use	x			
Video watermark (1 per time period)	x			
Logo Placement on Recording page (audience: Service Members)	x	x	x	x
Logo Placement on Story Library page (audience: Military Families)	x	x	x	
Logo Placement on App Landing Page	x	x	x	x
READiness365 Resources				
Printable Reading Trackers for Kids (spring, summer, fall, winter)	x	x	x	x
Importance of Reading Posters	x	x	x	x
Monthly Reading Challenge brought to you by...(12 available)	x	x	x	
Book Selection Sponsor / Poster For That Age Group	x			
Annual Report Benefits				
Annual Report Listing	x	x	x	x
Annual Report Primary Feature (Limited to 1 donor per year)	x			
Annual Report Feature (Limited to 3 donors per year)		x		
Annual Report Shout Out (Limited to 5 donors per year)			x	
Website Benefits				
Website enhanced promotion with company logo and description	x			
Featured on website with logo and link to company's site	x	x	x	x
Listed on Website	x	x	x	x
Electronic Exposure				
Enews Article	1x	1x	1x	1x
Blog	1x	1x	1x	1x
Social Media Mentions	12x	6x	4x	2x



Military Family READiness365 Investment Levels & Associated Partnership Recognition Details*

\$250,000 and Above

- Premier logo on **READiness365** slider on R365 Landing Page
- **READiness365** campaign recognition on all campaign collateral
- Logo on **READiness365** slider on the United Through Reading Home Page
- 3-minute video featuring the company's UTR support for company's use
- Logo on intro or outro graphic for videos made with the app
- Logo placement on the App Recording Page (audience: Service Members)
- Logo placement on the App Story Library Page (audience: Military Families)
- Logo placement on App Landing Page on United Through Reading website
- Logo on all printable reading trackers for kids
- Logo on *Importance of Reading* posters
- Monthly Reading Challenge brought to you by (your name) – 1 Month
- Recognition as a Book Selection Sponsor
- Annual Report Special Feature
- Annual Report Listing
- Website enhanced promotion with company logo, description, and link to company's site
- Listing on Website Donor Page
- Enews Article
- Blog Post
- Twelve Social Media Mentions

\$249,999 - \$100,000

- Premier full-color logo placement on **READiness365** landing page
- Logo placement on the App Recording Page (audience: Service Members)
- Logo placement on the App Story Library Page (audience: Military Families)
- Logo placement on App Landing Page
- Logo on printable quarterly reading trackers for kids – 1 quarter
- Logo on two *Importance of Reading* posters
- Monthly Reading Challenge brought to you by (your name) – 1 Month
- Annual Report Feature
- Annual Report Listing
- Website enhanced promotion with company logo, description, and link to company's site
- Listing on Website Donor Page
- Enews Article
- Blog Post
- Six Social Media Mentions





\$99,999 - \$50,000

- Premier full-color logo placement on **READiness365** landing page
- Logo placement on the App Recording Page (audience: Service Members)
- Logo placement on the App Story Library Page (audience: Military Families)
- Logo placement on App Landing Page on United Through Reading website
- Logo on printable quarterly reading trackers for kids – 1 quarter
- Logo on two *Importance of Reading* posters
- Monthly Reading Challenge brought to you by (your name) – 1 Month
- Annual Report Shout Out
- Annual Report Listing
- Website enhanced promotion with company logo, description, and link to company's site
- Listing on Website Donor Page
- Enews Article
- Blog Post
- Four Social Media Mentions

\$49,999 - \$25,000

- Logo placement on the App Recording Page (audience: Service Members)
- Logo placement on App Landing Page on United Through Reading website
- Logo on printable reading trackers for kids
- Logo on printable quarterly reading trackers for kids – 1 quarter
- Logo on two *Importance of Reading* posters
- Monthly Reading Challenge brought to you by (your name) – 1 Month
- Logo on *Importance of Reading* posters
- Monthly Reading Challenge brought to you by (your logo) – 1 Month
- Annual Report Listing
- Featured on website with logo and link to company's site
- Website enhanced promotion with company logo, description, and link to company's site
- Listing on Website Donor Page
- Enews Article
- Blog Post
- Two Social Media Mentions

*All benefits are for the time period of May 1, 2020 – April 30, 2021 with first right of refusal for subsequent years

Service Members and Their Families Need Your Help

With your support, the support of Reader's Digest Foundation, **READiness365**'s Keystone Sponsor, and our many other investing and program partners, **READiness365** will mean service members and their families can read together every day no matter what the world throws at them.

For more information, **please contact Josie Beets, Vice President of Advancement at 858-481-7323 ext. 701 or josiebeets@utr.org. Together, we will support military families sacrificing, once again, for their country!**

