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## 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.

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*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



*I cannot explain well enough how amazing UTR has been! Being on deployment and away from family is difficult but making that connection and keeping some routine goes beyond words! I have been telling people about UTR daily because its benefits are worth every book and smile shared! Thank you again!*

– NAVY SAILOR

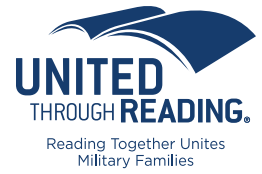


*A couple of weeks after I sent the United Through Reading recordings home, I was finally able to call my family. Both my wife and kids were so excited to tell me about the books they got. My kids told me that I read to them every night, again, and that they really enjoy seeing dad, even if it is a recording. My wife told me she was so thankful to have a couple of minutes of peace and quiet while the children read their books with dad. It means so much to me that I will be able to stay connected with them during the next three months the same way. It made me feel like I was part of their routine, even if it was just through a book. Thanks, United Through Reading, for making Soldiers and families a priority!*

– ARMY SOLDIER

# TRIBUTE TO MILITARY FAMILIES AND STORYBOOK BALL

At our annual Tribute to Military Families in Washington, D.C., and 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 these memorable evenings and be those who have forged meaningful connections through read-aloud experiences.



## TRIBUTE TO MILITARY FAMILIES

**WEDNESDAY, MAY 18, 2022**

6:00 P.M. RECEPTION

7:00 P.M. DINNER AND PROGRAM

Union Station East Hall, Washington, D.C.

### CAMPAIGN COMMITTEE CHAIR

Michael McBride

*VP Legislative Affairs, BAE Systems*

### MASTER OF CEREMONIES

Angie Goff

*Anchor, FOX5 DC*

### KEYNOTE SPEAKERS

The Boblett Family

*United Through Reading Family, U.S. Navy*

### HONOREES

U.S. Representative Adam Smith (WA-9)

*In recognition of his support for military families*

Reader's Digest

*In recognition of their 100th anniversary and support of the military community*

### PREVIOUS MILITARY/DOD GUESTS OF HONOR

Patty Barron, *Deputy Assistant Secretary of Defense for Military Community and Family Policy*

Mrs. Elynn Dunford, *Spouse of the Chairman of the Joint Chiefs of Staff*

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*

### PREVIOUS CONGRESSIONAL HONOREES

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)

### 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*

Sergeant Major Daniel Dailey, *USA, 15th Sergeant Major of Army*

## STORYBOOK BALL

**SATURDAY, NOVEMBER 5, 2022**

6:00 P.M. RECEPTION

7:00 P.M. DINNER, LIVE AUCTION, AND PROGRAM

Hilton Bayfront, San Diego, CA

### CAMPAIGN COMMITTEE CHAIR

Rob Penoyer

*Business Development Manager, Red Hat*

### 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 and 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

United Through Reading holds two Signature Events annually, Tribute to Military Families (DC) and Storybook Ball (San Diego). Your financial contribution provides critical support and deserves recognition.

	Title Partner	Presenting Partner	Readiness Partner	Literacy Partner	Connection Partner	Tribute Partner	Supporting Partner
	\$250,000	\$100,000	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
TWO SEATS AT THE VIP TABLE	X						
OFFICIAL HOST OF RECEPTION AT A SIGNATURE EVENT	X	X					
DELIVER REMARKS FROM THE STAGE AT A SIGNATURE EVENT	X	X					
ACKNOWLEDGED FROM THE PODIUM DURING A SIGNATURE EVENT	X	X	X	X			
OPPORTUNITY TO HOST 2 VIP GUESTS AT YOUR TABLE	X	X	X	X			
NATIONAL RECOGNITION AS A READINESS365 PARTNER	X	X	X	X	X		
LOGO RECOGNITION IN PROGRAM ELECTRONIC BILLBOARD	X	X	X	X	X		
LOGO RECOGNITION AND COMPANY LISTING IN EVENING PROGRAM	X	X	X	X	X	X	
RECOGNITION ON EVENT WEBSITE AND IN EVENT EMAILS	X	X	X	X	X	X	
COMPANY LISTING RECOGNITION IN THE EVENINGS PROGRAM AND ELECTRONIC BILLBOARD, AT EITHER SIGNATURE EVENT	X	X	X	X	X	X	X
SEATING AT A SIGNATURE EVENT	12 (2 premier tables)	12 (2 premier tables)	6 (1 premier table)	6 (1 table)	6 (1 table)	4 seats	4 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.

	Title Partner	Presenting Partner	Readiness Partner	Literacy Partner	Connection Partner	Tribute Partner	Supporting Partner
	\$250,000 (Pick 3)	\$100,000 (Pick 2)	\$75,000 (Pick 2)	\$50,000 (Pick 1)	\$25,000 (Pick 1)	\$10,000	\$5,000
EXCLUSIVE SUPPORT OF A SERVICE BRANCH	X						
MOBILE STORY STATION SUPPORT	X	X					
TITLE SPONSOR FOR UTR PODCAST, "READY FOR READING"	X	X					
MOBILE READING APP DELIVERY PARTNER	X	X	X				
POP-UP STORY STATIONS PARTNER	X	X	X				
BOOK THEME SPONSOR	X	X	X				
FREQUENT READER REWARDS PROGRAM SPONSOR	X	X	X	X			
DRIVE-THROUGH EVENT BOOK DISTRIBUTION PARTNER	X	X	X	X	X		
READING READY KIT SUPPORT	X	X	X	X	X		
VIDEO-RECORDED STORY TIME SITE SUPPORT	X	X	X	X	X	X	
SUPPORT CHILDREN'S BOOKS FOR MILITARY FAMILY STORY TIME	X	X	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](mailto:josiebeets@utr.org)