



AaBbCc™  
BARBARA BUSH FOUNDATION  
FOR FAMILY LITERACY

# Celebration of Reading Dallas/Fort Worth

Tuesday, November 7, 2017 • The Morton H. Meyerson Symphony Center • Dallas, TX

## About the Celebration of Reading

At the Barbara Bush Foundation for Family Literacy, our mission is to advocate for and establish literacy as a value in every home in America. Since 2002, the Barbara Bush Foundation and members of the Bush family have joined forces with community leaders, bestselling authors and valued partners to celebrate the power of literacy through the annual Celebration of Reading Dallas/Fort Worth event. Throughout the Celebration, you can expect to be entertained by a lineup of engaging authors reading from their most recent works, inspired by a transformational testimony of the impact the Foundation is making in North Texas, and empowered to be an advocate for literacy in your community.

## About the Barbara Bush Foundation

The Barbara Bush Foundation is the nation's leading advocate for family literacy. The goals of the Foundation are simple: we want children to start school ready to excel and help parents improve their literacy skills. To learn more about the Barbara Bush Foundation for Family Literacy's commitment to promote family literacy in homes across America, please visit [barbarabush.org](http://barbarabush.org)

## 2017 Celebration of Reading Dallas/Fort Worth

The Morton H. Meyerson Symphony Center  
2301 Flora Street • Dallas, TX

Celebration Luncheon – Noon • Invitation only  
VIP Author's Reception – 5:30pm • Invitation only  
Celebration Reception – 6:00pm • All guests  
Celebration of Reading Program – 7:00pm  
Light dinner follows the program

*Business Casual Attire*

**Platinum Sponsor · \$100,000 and above**

- (34) Celebration of Reading program tickets – preferred seating
- (3) Reserved tables for 30 guests at the dinner following the Celebration of Reading program – preferred seating
- (4) guests seated at tables hosted by members of the Bush family or authors at dinner
- (24) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- (4) Invitations to private VIP Celebration Luncheon
- (2) Invitations to the exclusive Youth Leaders Young Readers breakfast
- (2) Autographed sets of souvenir books from guest authors
- Special recognition in event program and event website as Platinum sponsor including logo link to company URL

**Gold Sponsor · \$50,000**

- (24) Celebration of Reading program tickets – preferred seating
- (2) Reserved tables for 20 guests at the dinner following the Celebration of Reading program – preferred seating
- (4) guests seated at tables hosted by members of the Bush family or authors at dinner
- (14) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- (2) Invitations to private VIP Celebration Luncheon
- Invitations to the exclusive Youth Leaders Young Readers breakfast
- (2) Invitations to the exclusive Youth Leaders Young Readers breakfast
- Autographed set of souvenir books from guest authors
- Special recognition in event program and event website as Gold sponsor including logo link to company URL

**Silver Sponsor · \$25,000**

- (22) Celebration of Reading program tickets – preferred seating
- (2) Reserved tables for 20 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (12) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- (2) Invitations to private VIP Celebration Luncheon
- Autographed set of souvenir books from guest authors
- Special recognition in event program and event website as Silver sponsor including logo link to company URL

**Bronze Sponsor · \$15,000**

- (10) Celebration of Reading program tickets – preferred seating
- (1) Reserved table for 8 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (2) Invitations to the VIP Authors' Reception hosted by members of the Bush family and authors
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at the event
- Special recognition in event program and event website including link to company URL (name only) as Bronze sponsor

**Patron Sponsor · \$10,000**

- (8) Celebration of Reading program tickets
- (1) Reserved table for 8 guests at the dinner following the Celebration of Reading program
- (2) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at the event
- Special recognition in event program and event website (name only) as Patron sponsor

**Friend Sponsor · \$5,000**

- (8) Celebration of Reading program tickets
- (1) Reserved table for 8 guests at the dinner following the Celebration of Reading program
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at the event
- Special recognition in event program as Friend sponsor

**Tickets for Teachers · \$1,000**

**Reward eight dedicated teachers with an opportunity for a fun night out to celebrate the joy of reading.**

- (8) Celebration of Reading program tickets – dinner not included
- Special recognition in the event program as Tickets for Teachers sponsor

**Individual Tickets**

- \$250 preferred seating – program & dinner (limited quantity)
- \$100 for reserved seating – program only

**VIP Authors' Reception - \$30,000**

**Taking place just before the Celebration of Reading program, the VIP Authors' Reception is hosted for the guest authors and Patron sponsors and above.**

- Naming rights – 2017 Celebration of Reading VIP Authors' Reception presented by Your Company
- Opportunity for representative from your company to provide brief remarks at VIP Authors' Reception
- Opportunity to provide signature VIP Authors' Reception luxury item
- Logo recognition on VIP Authors' Reception signage
- (22) Celebration of Reading program tickets – preferred seating
- (2) Reserved tables for 20 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (12) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- (2) Invitations to private VIP Celebration Luncheon
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at the event
- Autographed set of souvenir books from guest authors
- Special recognition in event program and event website as VIP Authors' Reception sponsor including logo link to company URL

**Celebration Reception - \$30,000**

**The Celebration Reception will provide all event guests with an opportunity to mix and mingle and enjoy cocktails and hors d'oeuvres before the Celebration of Reading program.**

- Naming rights – 2017 Celebration of Reading Celebration Reception presented by Your Company
- Logo recognition on Celebration Reception signage
- (22) Celebration of Reading program tickets – preferred seating
- (2) Reserved tables for 20 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (12) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- (2) Invitations to private VIP Celebration Luncheon
- Autographed set of souvenir books from guest authors
- Special recognition in event program and event website as Celebration Reception sponsor including logo link to company URL

**Youth Leaders & Young Readers Essay Contest - \$30,000**

**In partnership with the Barbara Bush Foundation's signature special event, the Celebration of Reading, we are pleased to again offer the Youth Leaders & Young Readers Essay Contest. Dedicated to recognizing students who are breaking through the generational cycle of low-literacy, the Essay Contest creates an opportunity to incorporate the written work of one of the featured Celebration of Reading authors and engage students through an essay contest relating to a key theme of the selected book. Additionally, the Essay Contest culminates with a Breakfast that will bring together educators, students, parents and community leaders, as well as media, to ignite a passion for literacy by celebrating the accomplishments of these students.**

- Naming rights – 2017 Youth Leaders & Young Readers Essay Contest presented by Your Company
- Opportunity for a representative from your company to provide brief remarks at Youth Leaders & Young Readers Breakfast
- Opportunity to provide personal message in essay winners' gift bags
- Opportunity to engage company representative on essay review panel
- (22) Celebration of Reading program tickets – preferred seating
- (2) Reserved tables for 20 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (12) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- (2) Invitations to private VIP Celebration Luncheon
- Autographed set of souvenir books from guest authors

## Underwriting Opportunities (cont.)

### Celebration of Reading Book Bag Sponsor - \$15,000

The Barbara Bush Foundation for Family Literacy is pleased to provide all guests attending the dinner following our Celebration of Reading program with a complimentary book(s) from a featured author(s). As the Celebration of Reading Book Bag Sponsor, you will have the opportunity to include your company's logo on the branded bag given to over 1000 event patrons.

- Your company's logo on all book bags placed at each seat during the dinner following the Celebration of Reading program (estimated dinner attendance is 1000 guests)
- (8) Celebration of Reading program tickets – preferred seating
- (1) Reserved table for 8 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at event
- Special recognition in event program and event website including link to company URL (name only) as Celebration of Reading Book Bag Sponsor

### Red Carpet Welcome Sponsor - \$15,000

The Barbara Bush Foundation for Family Literacy serves over 700 students through our Teen Trendsetters™ reading mentoring program. As guests enter the Celebration of Reading, we are proud to have our Teen Trendsetters mentors and mentees be the first to greet our event patrons and say Thank You! As the Red Carpet Welcome Sponsor, you will have the opportunity to brand the apparel worn by the mentors and mentees with your company's logo.

- Your company's logo included on the apparel worn by Teen Trendsetters mentors and mentees as they welcome guests to the Celebration of Reading
- Your support will also cover transportation and a pizza party for Red Carpet participants
- (10) Celebration of Reading program tickets – preferred seating
- (1) Reserved table for 8 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (2) Invitations to the VIP Authors' Reception hosted by members of the Bush family and authors
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at event
- Special recognition in event program and event website as Red Carpet Welcome Sponsor

### Celebration of Reading Valet Sponsor - \$15,000

- Opportunity to provide a custom gift including your company's logo and personal message to event patrons utilizing onsite valet services
- (10) Celebration of Reading program tickets – preferred seating
- (1) Reserved table for 8 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (2) Invitations to the VIP Authors' Reception hosted by members of the Bush family and authors
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at event
- Special recognition in event program and event website including link to company URL (name only) as Celebration of Reading Valet Sponsor

### Tables for Teachers - \$5,000

You and a guest will have an opportunity to host three teachers and their guests at the Celebration of Reading program and dinner. Tables for Teachers is a great way to say thank you to a very deserving educator, principal or school administrator.

- (8) Celebration of Reading program tickets
- Reserved table for 8 guests at the dinner following the Celebration of Reading program
- Special recognition in event program as a Tables for Teachers sponsor
- Autographed souvenir book(s) from guest authors, with opportunity to buy additional books at event

### Media Sponsor - (Estimated at \$30,000 value)

As the Barbara Bush Foundation for Family Literacy continues to expand our presence in North Texas through critical programming aimed at eradicating low literacy, we are seeking in-kind media partnerships to amplify our Foundation messaging; provide opportunities for reader engagement including our signature event, the Celebration of Reading; and provide an avenue to publicly recognize our valued Foundation supporters.

- (12) Celebration of Reading program tickets – preferred seating
- (1) Reserved table for 10 guests at the dinner following the Celebration of Reading program – preferred seating
- (2) guests seated at tables hosted by members of the Bush family or authors at dinner
- (12) Invitations to the VIP Authors' Reception hosted by members of the Bush family
- (2) Invitations to Celebration Luncheon
- Autographed set of souvenir books from guest authors
- Special recognition in event program and event website as a Media Sponsor including logo link to company URL

**For more information**, please visit [www.barbarabush.org/dallas](http://www.barbarabush.org/dallas), email [Adine.Zornow@barbarabush.org](mailto:Adine.Zornow@barbarabush.org) or call Adine Zornow at 214.732.8848



# Celebration of Reading Dallas/Fort Worth

Tuesday, November 7, 2017 • The Morton H. Meyerson Symphony Center • Dallas, Texas

Yes, I will be a sponsor of the 2017 Celebration of Reading Dallas/Fort Worth at the following level:

Platinum - \$100,000

Gold - \$50,000

Silver - \$25,000

Bronze - \$15,000

Patron - \$10,000

Friend - \$5,000

Tickets for Teachers - \$1,000

Other \$ \_\_\_\_\_

\_\_\_\_ Individual Tickets – \$250 preferred seating – program & dinner  
(Qty)

\_\_\_\_ Individual Tickets – \$100 for reserved seating – program only  
(Qty)

No, I am unable to attend, but please accept my contribution in the amount of \$ \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Listing for Sponsor Recognition: \_\_\_\_\_

Donor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment Methods:**  Credit Card  Check  Invoice

To make a credit card gift securely online go to: <http://www.givetoread.org/2017-dcor/>  
Checks can be made payable to the Barbara Bush Foundation for Family Literacy, Tax ID #26-0587238.  
The fair market value of the dinner is \$80. The balance is tax deductible.

Please complete and return this reply form via email, mail or fax at your earliest convenience to:

**Celebration of Reading**  
**Barbara Bush Foundation for Family Literacy**  
Attn: 2017 DFW COR  
516 North Adams Street, Tallahassee, Florida 32301  
Adine.Zornow@barbarabush.org / P: 214-732-8848 / F: (850) 224-6532

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