



**SPONSORSHIP PACKET**  
**Laugh for Literacy**  
**AAP-CA3 Fundraising Dinner**

**Saturday, September 7, 2019**  
**6:00pm-9:30 pm**  
Marina Village, Baja Room  
1935 Quivira Rd., San Diego, CA 92109

***Help us raise \$50,000 for early childhood literacy!***

*Reach Out and Read San Diego prepares San Diego's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together.*

*Join us at 6:00pm for a hosted social hour, enjoy local beer & wine on San Diego's scenic Mission Bay and Marina with live music. Enjoy comedy with emcee Russ T. Nailz. Have your picture taken in the fun photo booth and make sure to check out the Silent Auction in support of*  
***Reach Out and Read SD.***

*Buffet dinner starts at 7:45pm followed by a Live Auction and speaker, Dr. Colleen Kraft speaking about advancing children's health through pediatrics and community initiatives. Come enjoy a fun evening out and help get more books into the hands of San Diego's kids!*



**Colleen Kraft, MD, American Academy of Pediatrics Immediate Past President**

Dr. Kraft is a graduate of the first Head Start class in 1965. She went on to receive her undergraduate degree at Virginia Tech and her M.D. from Virginia Commonwealth University. Dr. Kraft is co-author of the book *Managing Chronic Health Conditions in Child Care and Schools*. She has been actively involved in pediatric engagement in school and child care for children with special health care needs. Her work in early childhood and population health seeks to translate the goals of health equity into medical practice. As President of the AAP, Dr. Kraft's focus is in advancing child health through the practice of pediatrics.

# AAPCA3's Dinner 2019

## Sponsor & Underwriter Benefits

### Sponsorship Opportunities

#### **Caldecott Sponsor: \$10,000**

- Naming rights "in partnership with"
- Special recognition from the podium as Caldecott Sponsor
- Company logo on all marketing materials, invitation and publicity
- 3 reserved VIP tables
- Logo and link on AAP-CA3 website event page
- Plus, all benefits of Event Sponsor

#### **Newbery Sponsor: \$5,000**

- Special recognition from the podium as Newbery Sponsor
- Company logo on all marketing materials, invitation and publicity
- 2 reserved tables
- Logo and link on AAP-CA3 website event page
- Plus, all benefits of Event Sponsor

#### **Friends of AAP-CA3: \$2,500**

- Company logo on all marketing materials, invitation and publicity
- 1 reserved table
- Plus, all benefits of Event Sponsor

#### **Table Sponsor: \$1,500**

- 1 reserved table
- Plus, all benefits of event sponsor

#### **Event Sponsor: \$500**

- Tickets to the event (4)
- Name & logo on Step and Repeat photo backdrop
- Logo and link on Reach Out and Read San Diego website, ticketing page & social media

### Underwriter Opportunities

#### **Chapter Book Food Underwriter: \$10,000**

- Special recognition from the podium as "Banquet Food Sponsor"
- Company logo on all marketing materials, invitation and publicity
- 3 reserved VIP tables
- Logo and link on AAP-CA3 website event page
- Plus, all benefits of Event Sponsor

#### **Picture Book Venue Underwriter: \$5,000**

- Special recognition from the podium as "Event Space Sponsor"
- Company logo on all marketing materials, invitation and publicity
- 2 reserved tables
- Logo and link on AAP-CA3 website event page
- Plus, all benefits of Event Sponsor

#### **Pop-up Book Auctioneer Underwriter: \$2,500**

- Company logo on marketing materials as Auctioneer Underwriter
- 1 reserved table
- Plus, all benefits of Event Sponsor

#### **Board Book Awards Underwriter: \$1,500**

- Logo on crystal book awards presented to award recipients
- Plus, all benefits of Event Sponsor

*All tables seat 10.*

*All Sponsors will be recognized as a Reach Out and Read supporter on our website, newsletter and sponsorship level on program.*

**Logos must be submitted by July 5<sup>th</sup>.**  
**Sponsorship tickets available upon request**  
**and list of attendees must be submitted by**  
**August 23<sup>rd</sup>.**

## AAP-CA3's Benefit 2019 Sponsorship Confirmation

Sponsor Name (as to be listed in event materials)	
Contact	Title
Street Address	City, State, Zip Code
Phone	Fax
Email	Website

I (We) will be able to support Reach Out and Read San Diego at the following level:

	<b>Caldecott Sponsor: \$10,000</b>
	<b>Banquet Food Underwriter: \$10,000</b>
	<b>Newbery Sponsor: \$5,000</b>
	<b>Event Space Underwriter: \$5,000</b>
	<b>Friends of AAP-CA3: \$2,500</b>
	<b>Auctioneer Underwriter: \$2,500</b>
	<b>Awards Underwriter: \$1,500</b>
	<b>Table Sponsor: \$1,500</b>
	<b>Event Sponsor: \$500</b>

Please make payment online at [www.rorsd/donate](http://www.rorsd/donate); click on Donate/click here; notify [tmilbrand@aapca3.org](mailto:tmilbrand@aapca3.org) after payment OR

Charge your credit card: MasterCard    Visa    American Express    (circle one)

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Print name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_ Amount \$ \_\_\_\_\_

*Mail to: AAP-CA3 / Attn- Tara Milbrand / PO Box 22212 / San Diego 92192-2212 OR  
Fax to (619) 961-4575, or email to: [tmilbrand@aapca3.org](mailto:tmilbrand@aapca3.org)*

Reach Out and Read San Diego is a program of the San Diego chapter of the American Academy of Pediatrics (AAP-CA3) a non-profit organization, TAX ID #33-0782521. Learn more at [www.rorsd.org](http://www.rorsd.org). All checks payable to AAP-CA3, memo: RORSB Benefit 2019

**THANK YOU FOR YOUR SUPPORT!**