

Bib

NATIONAL
CELEBRATION
OF READING

BARBARA BUSH FOUNDATION FOR FAMILY LITERACY



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BARBARA BUSH
FOUNDATION *for*
FAMILY LITERACY

THE BARBARA BUSH FOUNDATION
FOR FAMILY LITERACY ENVISIONS AN
AMERICA IN WHICH EVERYONE HAS THE
OPPORTUNITY TO READ, WRITE, AND
COMPREHEND IN ORDER TO NAVIGATE
THE WORLD WITH DIGNITY.

WE INVITE YOU TO PLAY A ROLE
IN ADVANCING THIS VISION.

NATIONAL CELEBRATION OF READING

The National Celebration of Reading brings together members of the Bush family, bestselling authors and entertainers, and special guests to advance the work of the Barbara Bush Foundation for Family Literacy. This very special event at the John F. Kennedy Center for the Performing Arts raises support for nationwide literacy programs and increases awareness of our country's literacy crisis.



Former First Lady Laura Bush opens the 30th Anniversary Celebration



Denine Torr, Executive Director of Dollar General Literacy Foundation and Barbara Bush Foundation Board Member, with President and CEO British A. Robinson and Honorary Chair Doro Bush Koch



Former First Lady Laura Bush and Grammy award winner Tim McGraw



President and CEO British A. Robinson, Honorary Chair Doro Bush Koch, and 30th Anniversary Chairs Anita and Tim McBride



Pulitzer Prize-winning author Jon Meacham and Grammy award winner Tim McGraw



2019 featured authors Jesse J. Holland, Jon Meacham, Delia Owens, Susan Orlean, and Eric L. Motley



Bush family members at the 30th Anniversary Celebration

NATIONAL CELEBRATION OF READING



Autographed books for our distinguished guests and sponsors at the VIP Authors' Luncheon



2021 featured authors Tim Shriver, Eva Chen, Leslie Jordan, Mateo Askaripour, and Meena Harris with President and CEO British A. Robinson and Honorary Chair Doro Bush Koch



2021 featured authors Eva Chen, Leslie Jordan, Mateo Askaripour, Meena Harris, and Tim Shriver



Lori Wachs, Barbara Bush Foundation Board Chair and Partner at Springboard Growth Capital, Ali Velshi, MSNBC Anchor and Business Correspondent for NBC News and MSNBC, and President and CEO British A. Robinson



President and CEO British A. Robinson with Jonathan Capehart, 2021 Master of Ceremonies, Pulitzer Prize-winning journalist, and host of "The Sunday Show with Jonathan Capehart"



LeVar Burton accepting his Barbara Bush National Literacy Honors Award



Distinguished guests and sponsors enjoying the 2021 post-reception



Leslie Jordan performing with Travis Howard in 2021

2023 NATIONAL CELEBRATION OF READING

Sponsorship Levels and Benefits

PLATINUM SPONSOR – \$250,000

- Recognition as Platinum Sponsor and Honorary Chair of the National Celebration of Reading
- Prominent recognition as Platinum Sponsor in all pre-event marketing materials, including press releases (average total audience of 155 million), social media posts (130,000+ followers), and website
- Premier name recognition and logo in event printed materials and presentation screens
- Logo recognition on guest gifts at the National Celebration of Reading
- Twenty-five (25) invitations to the National Celebration of Reading (pre-event cocktail reception, program – premier seating, and dinner reception)
- VIP reserved branded area for twenty-five (25) guests at the National Celebration of Reading dinner reception with premium offerings and dedicated service
- Ten (10) invitations to private Authors' Lunch with Bush family
- Ten (10) autographed sets of souvenir books from guest authors
- Invitations to all Barbara Bush Foundation curated events in 2024
- Commemorative gift

GOLD SPONSOR – \$100,000

- Recognition as part of Honorary Committee
- Title Sponsor of one of the following items (pending finalization of program): National Celebration of Reading dinner reception food/beverage station or dessert bar
- Premier recognition in printed materials and presentation screens
- Sixteen (16) invitations to the National Celebration of Reading (pre-event cocktail reception, program – premier seating, and dinner reception)
- VIP reserved branded area for sixteen (16) guests at the National Celebration of Reading dinner reception with premium offerings and dedicated service
- Six (6) invitations to the private Authors' Lunch with Bush family
- Six (6) autographed sets of souvenir books from guest authors
- Invitations to two (2) Barbara Bush Foundation curated events in 2024
- Commemorative gift

SILVER SPONSOR – \$50,000

- Recognition as part of Honorary Committee
- Recognition in printed materials and presentation screens
- Ten (10) invitations to the National Celebration of Reading (pre-event cocktail reception, program – premier seating, and dinner reception)
- VIP reserved branded area for ten (10) guests at the National Celebration of Reading dinner reception with premium offerings and dedicated service
- Four (4) invitations to the private Authors' Lunch with Bush family
- Four (4) autographed sets of souvenir books from guest authors
- Invitations to two (2) Barbara Bush Foundation curated events in 2024
- Commemorative gift

BRONZE SPONSOR – \$25,000

- Recognition in event printed materials
- Eight (8) invitations to the National Celebration of Reading (pre-event cocktail reception, program, and dinner reception)
- Two (2) invitations to the private Authors' Lunch with Bush family
- Two (2) autographed sets of souvenir books from guest authors
- Invitations to two (2) Barbara Bush Foundation curated events in 2024

LITERACY CHAMPION – \$10,000

- Recognition in event printed materials
- Six (6) invitations to the National Celebration of Reading (pre-event cocktail reception, program, and dinner reception)
- Invitation to one (1) Barbara Bush Foundation curated event in 2024

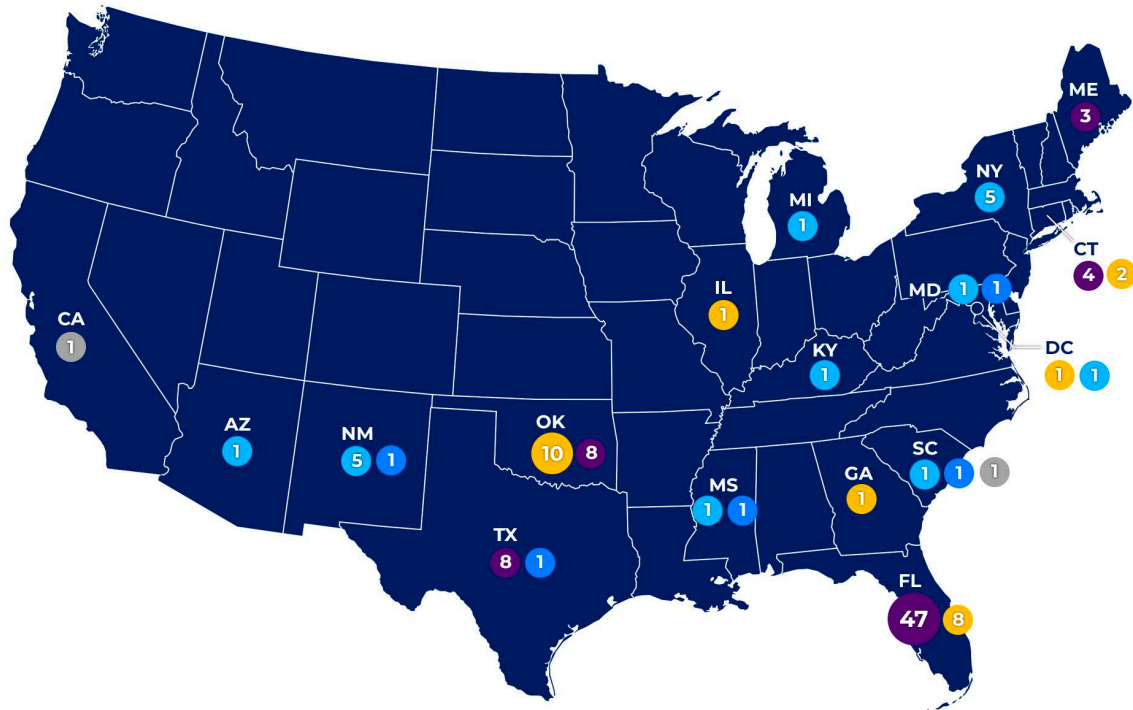
LITERACY ADVOCATE – \$5,000

- Recognition in event printed materials
- Four (4) invitations to the National Celebration of Reading (pre-event cocktail reception, program, and dinner reception)

FRIEND – \$1,000

- One (1) invitation to the National Celebration of Reading (pre-event cocktail reception, program, and dinner reception)

BARBARA BUSH FOUNDATION PROGRAMS



READ SQUAD
70 Locations

BOOK EXPLORERS
23 Locations

Pilot Sites
2 Locations

Digital Literacy Resource Guide Pilot Study
17 Locations

READ LIFE | BOOKSHELF
Engagement and Use Study
5 Locations

WHO WE ARE

The Barbara Bush Foundation has been the nation’s leading advocate in breaking the multigenerational cycle of low literacy and improving the quality of life for families for more than three decades. Recognizing that this multigenerational issue has been historically under-resourced and under-researched, we believe that investing in adult literacy will positively impact economic, health, and social outcomes, transforming families, historically marginalized communities, and our nation as a whole.

We envision that one million adults will achieve proficiency in literacy in the next five years, spurring positive economic, health, and social outcomes in the U.S.

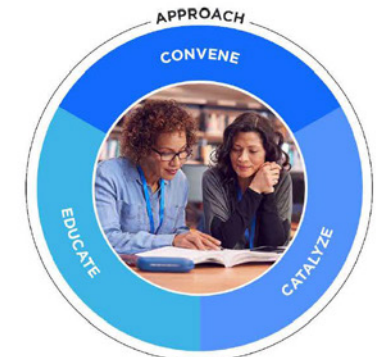
APPROACH

We leverage our national platform to mobilize the field and public to create literacy impact for adult learners—especially in under-resourced communities and communities of color—serving grassroots organizations and leading the field by focusing on our unique role:

CONVENE key adult literacy stakeholders to collaborate radically for systems change
Leverage diverse partnerships and scale best practices and resources for collective national impact.

CATALYZE innovative literacy solutions to build capacity to reach more adult learners
Invest, test, and disseminate edtech solutions tailored to adult learners’ needs and lifestyle.

EDUCATE the general public to build awareness around this silent equity crisis and create solutions together
Conduct research and analyses, awareness initiatives, and host and/or participate in conferences and summits.



IMPACT



- ECONOMIC OUTCOMES**
- Increased GDP and job creation
 - Increased family-sustaining wages
 - Decreased economic healthcare costs



- HEALTH OUTCOMES**
- Increased health-related knowledge
 - Improved mental health
 - Improved nutrition



- SOCIAL OUTCOMES**
- Increased civic participation
 - Reduced incarceration levels and costs
 - Improved children’s literacy

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