

March 18, 2021

VALUES MATTER

Re: Event Honoring David Gilbert

5.5.21



Dear Friends & Community Leaders,

On May 5, 2021, Values-in-Action Foundation will honor **David Gilbert** (Greater Cleveland Sports Commission & Destination Cleveland), **Rob Ruhlman & Family** (Preformed Line Products), **Nicholas Bertram** (The GIANT Company), **Peter Georgescu** (Young & Rubicam), **Leon Bibb** (Cleveland Broadcast Legend, 3News Reporter and Commentator), and **Chuck Kyle** (Head Football Coach, St. Ignatius High School) at its annual **VALUES MATTER AWARDS** event. As chairs for the event, we are thrilled to share with you the opportunity to honor these deserving individuals who are committed to making values a priority in the workplace and throughout the community.

We recognize you have many requests in front of you, but we would greatly appreciate your support of this one, not only to honor The Ruhlman Family, Nicholas, David, Peter, Leon, and Chuck, but also to support a wonderful cause by sponsoring the event at one of the enclosed levels. The current plan is to have a limited-seating hybrid event for friends and family of the honorees with a compelling and engaging live-streamed awards show for sponsors and guests. Sign of the times!

As a country and community, we are living in an unprecedented and heart-wrenching era: COVID-19; social and humanitarian issues; mean and negative discourse; anger and resentment. The positive messages and social-emotional tools our children receive are more important now than ever! Values-in-Action is a culture-change and leadership organization that has trained 1 million students across its 26 years. Its programming delivers just that.

Through its Project Love school workshops, Values-in-Action provides social-emotional and character-building programming to more than 400 schools in 77 counties throughout Ohio. Its programming has helped to raise graduation rates in the Cleveland Metropolitan School District from 47% to 85%, while decreasing bullying and violence, increasing access to jobs, and enhancing students' success in life. In addition to this, the organization's Be Kind® STICK TOGETHER® anti-bullying and kindness program has reached over 735,000 students in all 50 states.

The kind of country and world that we collectively build depends in large part on our children, how they treat others and how they exhibit leadership and build relationships. We hope you will support this important cause and honor our worthy awardees. Attached with this letter is sponsorship information. Thank you for considering.

Best Wishes!

Chris Brand
General Co-Chair
The GIANT Company

Mike Gibbons
General Co-Chair
Brown Gibbons Lang & Company

Steve Kestner
General Co-Chair
BakerHostetler

Tim O'Shaughnessy
General Co-Chair
Preformed Line Products

Carrie Vaccariello
General Co-Chair
Preformed Line Products

26TH ANNUAL VALUES-IN-ACTION® AWARDS

WEDNESDAY, MAY 5, 2021

VIRTUAL VIP RECEPTION: 5:30PM • VIRTUAL EVENT: 7:00PM

VALUES MATTER™

Increasing Values. Decreasing Bullying. Increasing Graduation Rates.



Malden Mills Corporate Kindness Award

NICHOLAS BERTRAM

President,
The GIANT Company



Malden Mills Corporate Kindness Award

ROB RUHLMAN AND FAMILY

Preformed Line Products



Rescuer of Humanity Award

PETER GEORGESCU

Chairman Emeritus,
Young & Rubicam, Visionary Evangelist
for Business Social Responsibility



**Gordon E. Heffern Award for Values,
Ethics & Community**

DAVID GILBERT

President & CEO,
Greater Cleveland Sports Commission
and Destination Cleveland



**Alan R. Schonberg
Community Rescuer Award**

LEON BIBB

Cleveland Broadcast Legend,
3News Reporter and Commentator



**Close Caputo Educator
of Humanity Award**

CHUCK KYLE

Head Football Coach,
St. Ignatius High School



This year's Values Matter Awards Dinner will toast the evening's honorees with a small, in-person "friends and family" event to comply with all necessary and recommended social distancing requirements for the honorees only. Separately, sponsors and guests will enjoy a special, virtual event with sponsorship benefits appropriate to the individual sponsorship levels.

Co-founded by Susan & Stuart Muszynski in 1994, Values-in-Action Foundation is committed to empowering students and adults to build communities of kindness, caring and respect through programs that teach, promote and provide skills and tools that enable individuals to make values-based decisions every day. This event showcases that the link between school, community and workplace is powerful and inspiring. The event's honorees are true role models who lead with their values. All proceeds support Values-in-Action's character-education programming.



For Sponsorship Opportunities, please contact
Amanda Guarnieri at amanda@viafdn.org or
440.463.6205. **DEADLINE: APRIL 15TH, 2021**

VALUES-IN-ACTION FOUNDATION
6700 Beta Dr. Ste. 120 • Mayfield, OH 44143
440.442.5683 • viafdn.org

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SPONSORSHIP PACKAGES AND TICKET INFORMATION

(Packages \$10,000+ include access to the VIP VIRTUAL reception for all guests)

○ \$50,000 EXCLUSIVE TITLE SPONSOR:

- Title Sponsorship of the 2021 Values Matter Awards
- Title Sponsor will present the welcome statement to all virtual and personal attendees
- Sponsorship of all Values-in-Action 2021 Events & Programs including Just Be Kind®, Be Kind Stick Together, Kindland, VIA Workforce Training and additional school and community events
- Note:** Your sponsorship will make you a logo sponsor of Just Be Kind® with inclusion on all materials distributed to schools throughout the nation
- Includes all Presenting Sponsor benefits listed below

○ \$25,000 PRESENTING SPONSOR:

- "Presented By" designation on all event materials
- Unlimited invites for virtual event and VIP virtual reception
- Virtual "shout outs" to honorees on chat board
- Delivered elegant dessert for up to 16 guests viewing the event
- Logo on take-home gift sent to all virtual and in-person attendees
- Full-page tribute book ad with placement on inside front or inside back cover
- Logo included on all tribute videos
- Logo on invitation and tribute book
- Logo displayed at event and on virtual billboards
- Major logo sponsor of Values-in-Action's Kindland initiative including all materials distributed to schools throughout Northeast Ohio

○ \$15,000 UNDERWRITING SPONSOR:

- "Underwriting Sponsor" designation on all event materials
- Invites for virtual event and VIP virtual reception for 20 guests
- Full-page tribute book ad with prominent placement
- Logo included on all tribute videos
- Logo on invitation and tribute book
- Logo displayed at event and on virtual billboards
- Major logo sponsor of Values-in-Action's Kindland initiative including all materials distributed to schools throughout Northeast Ohio

○ \$10,000 PLATINUM SPONSOR:

- Invites for virtual event and VIP virtual reception for 10 guests
- Name listed on tribute videos
- Logo included on tribute book
- Logo displayed at event and on virtual billboards
- Full-page tribute book ad
- Logo sponsor of Values-in-Action's Kindland initiative including all materials distributed to schools throughout Northeast Ohio

○ \$7,500 GOLD SPONSOR:

- Invites for virtual event for 10 guests
- Thank you listing at conclusion of virtual event
- Full-page tribute book ad
- Name displayed at event and on virtual billboards
- Sponsorship listing in tribute book

○ \$5,000 SILVER SPONSOR:

- Invites for virtual event for 8 guests
- Half-page tribute book ad
- Name displayed at event and on virtual billboards
- Sponsorship listing in tribute book

VIRTUAL TICKET PACKAGES

○ \$2,350 PREFERRED VIP DUO:

- Invites for virtual event and VIP virtual reception for 2 guests
- Half-page tribute book ad
- Sponsorship listing in tribute book

○ \$650 INDIVIDUAL PLUS VIP

- Invite for virtual event and VIP virtual reception for 1 guest
- Sponsorship listing in tribute book

○ \$500 INDIVIDUAL

- Invite for virtual event for 1 guest

AD OPPORTUNITIES

A la carte ads for the event program book

EVENT PROGRAM BOOK AD RATES

Program book given out at the event and sent digitally

- Full Page: \$3,350
- Half Page: \$1,725

AD SPECIFICATIONS

Full Page: 8.5" x 11"

Half Page: 7.5" x 4.75" (Horizontal ad)

PLEASE READ

- Images should be submitted at 300 dpi
- All fonts should be provided or outlined
- Color ads should be prepared as CMYK files
- Include bleed in full page ads (safety area 7.5" x 10" • 9" x 11.5" bleed)
- Submit your ad using PDF/X-1a specifications

Please contact Amanda Guarnieri to purchase a sponsorship package, virtual ticket or tribute book ad at amanda@viafdn.org or 440.463.6205

**Increasing Values.
Decreasing Bullying.
Increasing Graduation Rates.**

