

26TH ANNUAL VALUES-IN-ACTION® AWARDS

WEDNESDAY, MAY 5, 2021

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

VALUES MATTER™

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 listed below.

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

○ \$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

○ \$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

○ \$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

○ \$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

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.**

