



One Call. Home care services for life.

175 South Street, Morristown, NJ 07960 | 1-800-WE-VISIT | 973-539-1216 | FAX 973-538-1689 | vnannj.org

February 2018

Dear Friend,

Every year, thousands of ill, elderly, and homebound neighbors in our community depend on the Visiting Nurse Association of Northern New Jersey (VNA) for their home health care needs. However, some patients struggle with financial hardships or are in need of services that are not insurance eligible.

On Friday, May 11, 2018, VNA will host its 21st annual benefit gala, *Lighting the Way, Brightening the Day*, to raise critical funding that will further VNA's mission of helping people stay in their home with dignity, health, and independence, regardless of their ability to pay for service. **We invite you to partner with us for this special event with a sponsorship, underwriting or a commemorative ad in the event's ad journal.**

During this elegant evening held at The Madison Hotel in Morristown, guests will enjoy dinner, an extensive silent auction, live music provided by Kevin J. Gray and the 78 West Jazz Ensemble and a heart-warming program, featuring a special tribute to this year's honorees, Robert Melchionne of Provident Bank, and Dale Calvert. Included for your consideration are number of ways you can participate as a sponsor. Please free to contact the VNA Foundation at 973-451-4119 or 973-451-4148 should you have any questions about the event.

Your sponsorship is important and will have an immeasurable impact on the lives of patients and caregivers in our community. Together, we are making a difference – brightening the day for those who depend on VNA for their home care needs.

Thank you in advance for your generosity and partnership in caring.

Sincerely,

A handwritten signature in black ink that reads "Billie Goon". The signature is written in a cursive, flowing style.

Billie Goon

Development Manager

Enclosures

Lighting the Way, Brightening the Day

Visiting Nurse Association of Northern New Jersey
21st Annual Benefit Gala
Friday, May 11, 2018

Sponsorship Opportunities

- Caroline J. Cauldwell Corporate Sponsor - \$25,000**
Prominent seating for 30 guests (three tables), 30 reservations for VIP Cocktail Reception, full page ad and prominent recognition on event signage.
- Anna B. Hillock Community Service Sponsor - \$10,000**
Prominent seating for 20 guests (two tables), 20 reservations for VIP Cocktail Reception, full page ad and prominent recognition on event signage.
- Lighting the Way Sponsor - \$6,000**
Prominent seating for 10 guests (one table), full page ad and prominent recognition on event signage.
- Founder's Table - \$3,000**
Seating for 10 guests (one table) and half page ad
- Partner - \$1,500**
Four reservations and quarter page ad
- Benefactor - \$700**
Two reservations and name listing
- Patron - \$250**
One reservation

Underwriting Opportunities

- Orchestra - \$5,000**
Prominent recognition at bandstand and full page ad
- Cocktail Hour - \$4,000**
Prominent recognition on event signage and full page ad
- Floral Arrangements - \$3,000**
Recognition on event signage and full page ad
- Ad Journal and Video - \$2,500**
Recognition on video and full page ad
- Awards - \$1,500**
Recognition on event signage and half page ad
- Night-of Raffle - \$1,000**
Recognition on event signage and half page ad

Advertising Opportunities

- Full Page - \$1,000** (5" wide x 8" high)
- Half Page - \$500** (5" wide x 4" high)
- Quarter Page - \$375** (2.5" wide x 4" high)
- Tribute - \$300** (2.5" wide x 2" high)
- Name Listing - \$250**

Advertising Guidelines

Please submit your ad via email to bgoon@vnannj.org by **10:00 a.m., Monday, April 16, 2018** as a PDF or JPG.

If you would like VNA to create an ad on your behalf, please enclose your business card, ad copy or contact the VNA Foundation at 973-451-4119 or bgoon@vnannj.org.

Organization: _____

Name: _____

Address: _____

Email: _____

Telephone: _____

PLEASE CHARGE MY CREDIT CARD (Visa, MasterCard and AmEx accepted)

**PLEASE MAKE CHECKS PAYABLE TO
VNA FOUNDATION**

Name on card: _____

Card Number: _____

Exp. Date: _____ Signature: _____

