

# 27<sup>TH</sup> ANNUAL VALUES-IN-ACTION® AWARDS

THURSDAY, JUNE 9, 2022

VIP RECEPTION: 5:30PM • AWARDS DINNER: 7:00PM

LANDERHAVEN • 6111 LANDERHAVEN DR. • MAYFIELD HEIGHTS, OH 44124

## VALUES MATTER™

### HONORING:

**Malden Mills Corporate Kindness Award**

**GOJO INDUSTRIES, INC.**

Represented by  
Executive Chairman Marcella Kanfer Rolnick  
and CEO Carey Jaros



**Gordon E. Heffern Award for Values,**

**Ethics & Community**

**AMBASSADOR EDWARD CRAWFORD**

Visionary Entrepreneur,  
Businessman and Philanthropist

**Rescuer of Humanity Award**

**DR. DREW WEISSMAN**

Discoverer of mRNA, the scientific  
breakthrough that led to the COVID-19 vaccines

**Alan R. Schonberg Community Rescuer Award**

**BRANDON CHROSTOWSKI**

Founder, President & CEO,  
EDWINS Leadership & Restaurant Institute

**Close-Caputo Educator of Humanity Award**

**CHRISTINE FOWLER-MACK**

Superintendent,  
Akron Public Schools

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

#### ○ \$50,000 EXCLUSIVE TITLE SPONSOR

- Title Sponsorship of the 2022 Values Matter Awards
- Sponsorship of all Values-in-Action 2022 Events and Programs including Just Be Kind®, Be Kind Stick Together, Kindland, VIA Workforce Training and additional school and community events
- Includes all Presenting Sponsor benefits listed below

#### ○ \$25,000 PRESENTING SPONSOR

- "Presented By" designation on all event materials
- Two tables for 8 guests (16 guests total) to attend dinner and VIP reception
- Full-page tribute book ad with placement on inside front or inside back cover
- Logo included on all honoree tribute videos
- Logo on tribute book and invitation
- Logo displayed at event
- Logo on take-home gift for all attendees
- Major logo sponsor of Values-in-Action's Kindland initiative including all materials distributed to schools throughout NE Ohio

#### ○ \$15,000 UNDERWRITING SPONSOR

- "Underwriting Sponsor" designation on all event materials
- Table for 8 guests to attend dinner and VIP reception
- Full-page tribute book ad with prominent placement
- Logo included on all honoree tribute videos
- Logo in tribute book and invitation
- Logo displayed at event

#### ○ \$10,000 PLATINUM SPONSOR:

- Table for 8 guests to attend dinner event and VIP reception
- Full-page tribute book ad
- Name listed on honoree tribute videos
- Logo included in tribute book
- Logo displayed at event

#### ○ \$7,500 GOLD SPONSOR

- Table for 8 guests to attend dinner
- Full-page tribute book ad
- Sponsorship listing in tribute book
- Name displayed at event

#### ○ \$5,000 SILVER SPONSOR

- Table for 8 guests to attend dinner
- Half-page tribute book ad
- Sponsorship listing in tribute book
- Name displayed at the event

### TICKET PACKAGES

#### ○ \$2,500 PREFERRED VIP DUO:

- Dinner and VIP reception for 2 guests
- Half-page tribute book ad
- Sponsorship listing in tribute book

#### ○ \$750 INDIVIDUAL PLUS VIP

- Dinner and VIP reception for 1 guest
- Sponsorship listing in tribute book

#### ○ \$500 INDIVIDUAL

- Dinner for 1 guest

### AD OPPORTUNITIES

#### 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)

- 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

Increasing Values.  
Decreasing Bullying.  
Increasing Graduation Rates.



Please contact Amanda Guarnieri to purchase a sponsorship package, tickets or a tribute book ad at [amanda@projectlove.org](mailto:amanda@projectlove.org) or 440.463.6205. **Deadline: May 20<sup>th</sup>**