

JOIN US FOR A VIRTUAL CELEBRATION OF GOODNESS "WELCOME TO *Kindland*"

CELEBRATING THE 20TH ANNIVERSARY OF THE SAM MILLER GOODNESS AWARD
AND INTRODUCING THE MIKEY GEORGE KINDLAND AWARD

Watch the online premiere at www.viafdn.org

THURSDAY, SEPTEMBER 10, 2020 • 12:00 PM

Register at www.viafdn.org • Free Virtual Event

THE 2020 CELEBRATION OF GOODNESS HAS A NEW LOOK!
Due to the COVID-19 pandemic, this annual event will be presented over the course of three days for all of Cleveland to celebrate goodness from the comfort of their homes or offices:

Thursday, September 10th at 12:00PM: Join us for the LIVE premiere of the Celebration of Goodness video presentation. The awards ceremony will be live streamed at www.viafdn.org.

Friday, September 11th: The celebration will be commemorated in a special tribute book inserted and delivered in the Cleveland Jewish News (CJN) to 9,000 Cleveland households. The publication will also be viewable online for those who do not receive the printed CJN.

Sunday, September 13th: The awards ceremony will air on Spectrum's cable news channel.



HONORING:

FRAN DEWINE
First Lady of Ohio
Sam Miller Goodness Award

SENATOR ROB PORTMAN (OHIO)
United States Senate
Sam Miller Goodness Award

MICHAEL WHITE
Former Cleveland Mayor
Sam Miller Goodness Award

KRISTIN WARZOCHA
President & CEO,
Greater Cleveland Food Bank
Arnold R. Pinkney Award
for Civic Leadership

HEBREW FREE LOAN ASSOCIATION
HFLA of Northeast Ohio
Sam Miller Goodness Award

SPONSORSHIP LEVELS & ADVERTISING RATE SHEET AND SPECIFICATIONS

• EXCLUSIVE TITLE SPONSORSHIP AVAILABLE: \$30,000

PRESENTING SPONSOR	\$20,000	COMMUNITY SPONSOR	\$10,000	GOODNESS SPONSOR	\$5,000
<ul style="list-style-type: none"> • "Presented by" designation on all digital event materials • Logo presence on virtual livestream event (Sept. 10th) • Logo presence on television broadcast event (Sept. 13th) • Industry Exclusive • Full-page ad in the special CJN tribute book (Sept. 11th) • Logo sponsor of VIA's Kindland campaign • Logo sponsor of VIA's Kickoff for Kindness school program 		<ul style="list-style-type: none"> • Logo presence on virtual livestream event (Sept. 10th) • Logo presence on television broadcast event (Sept. 13th) • Half-page ad in the special CJN tribute book (Sept. 11th) • Name listed as sponsor of VIA's Kindland campaign • Name listed as sponsor of VIA's Kickoff for Kindness school program 		<ul style="list-style-type: none"> • Your name listed as sponsor on virtual livestream event (Sept. 10th) • Your name listed as sponsor on television broadcast event (Sept. 13th) • Quarter-page ad in the special CJN tribute book (Sept. 11th) 	

SPONSORSHIP AND AD DEADLINE: AUGUST 21ST

SPECIAL CLEVELAND JEWISH NEWS - TRIBUTE BOOK - AD RATES

Ads are available a la carte. Reaching 9,000 Cleveland Households
 Full Page: \$3,500 Half Page: \$2,000 Quarter Page: \$1,000

PAYMENT SPECIFICATIONS

Please send all payments with this sheet to: Values-In-Action Foundation, 6700 Beta Dr. Ste. 120 • Mayfield, OH • 44143
For any questions, contact Amanda Guarnieri at amanda@projectlove.org or 440.463.6205.

Make payment out to Values-in-Action Foundation. Your sponsorship (or ad) is a philanthropic donation to Values-In-Action Foundation and is tax deductible to the full extent of the law.

Name: _____ Payment enclosed - check or money order
 Company: _____ Please charge to:
 Address: _____ Zip: _____ Master Card Visa American Express
 Phone: _____ Fax: _____ Account No.: _____
 Email: _____ Exp. Date: _____



EVENT FOUNDER: Sam Miller (Of blessed memory)