

The VBH Foundation has provided more than \$10 million over the last decade in financial assistance to LifeSpire residents who could no longer afford to pay for their care. Throughout our 70+ year history, benevolence has been at the heart of everything we do.



The Virginia Baptist Homes Foundation Influencer Award is given to **a champion of the Foundation from each of LifeSpire's four communities** who causes a positive effect in its mission to enhance the lives of our residents at LifeSpire. Influencers embody the core values of our communities through their spirit, their engagement, and their generosity.

Like a tree can't grow without the influence of the sun, the Virginia Baptist Homes Foundation cannot grow without the support and generosity of our influencers and supporters. Together we are building vibrant places to live where faith, wellness, and community flourish!

Visit www.lifespireliving.org/give/influencer-awards for more information.

The 2020 Influencer Award recipients are:

Dr. Edith Ellis from Lakewood, Dr. Jesse Hughes from The Chesapeake, Rev. Dr. Guy Mattox from The Culpeper, and Mrs. Pam Renga from The Glebe.

Influencer Award recipients will be recognized at donor appreciation events in the four communities later in the year.

SPONSORSHIP PACKAGES



\$10,000 DIAMOND SPONSOR

- Full-screen online Diamond e-Journal ad linking to sponsor's website
- Full-screen Diamond e-Journal ad in event presentation with premier visibility
- Full-page ad in Community Matters*
- Featured promotion in event email blasts
- Featured promotion on TouchTown screens in LifeSpire communities*
- Featured promotion on LifeSpire social media*
- Logo on event page on LifeSpire website*
- Signage at event



\$7,500 EMERALD SPONSOR

- Full-screen online Emerald e-Journal ad linking to sponsor's website
- Full-screen Emerald e-Journal ad in event presentation with elevated frequency
- Half-page ad in Community Matters*
- Featured promotion in event email blasts
- Featured promotion on TouchTown screens in LifeSpire communities*
- Featured promotion on LifeSpire social media*
- Logo on event page on LifeSpire website*
- Signage at event



\$5,000 SAPPHIRE SPONSOR

- Full-screen online Sapphire e-Journal ad linking to sponsor's website
- Full-screen Sapphire e-Journal ad in event presentation with high frequency
- Promotion on TouchTown screens in LifeSpire communities*
- Promotion on LifeSpire social media*
- Logo on event page on LifeSpire website*
- Signage at event



\$2,500 RUBY SPONSOR

- Full-screen online Ruby e-Journal ad linking to sponsor's website
- Full-screen Ruby e-Journal ad in event presentation
- Promotion on LifeSpire social media*
- Logo on event page on LifeSpire website*
- Signage at event



\$1,000 Full Page e-Journal Ad



\$250 Quarter Page e-Journal Ad



\$500 Half Page e-Journal Ad



\$100 One Line e-Journal Greeting

**Community Matters circulation is 13,000+. LifeSpire's website has 13,000+ visitors per month, and monthly we have 186,000+ engagements with followers on social media. Email marketing reaches 4,300 users and the TouchTown screens in our 4 communities have an audience of over 3,000 residents, staff, and visitors everyday.*

Why Sponsor a LifeSpire/Virginia Baptist Homes Foundation Event?

- Showcase your company to our audience!
- Increase your company's social accountability!
- Boost your company's social media/online presence, and gain publicity with recognition in promotions.
- Enjoy the spotlight and gain visibility at a well-attended, memorable, annual donor event.
- Ads remain online year-round and will be displayed at all four LifeSpire communities.
- **Support the Virginia Baptist Homes Foundation by investing in our benevolent mission of providing comfort and security to seniors in need.**

EVENT JOURNAL

Instead of purchasing an advertisement in a printed program or journal, this year we are offering a new, digital journal that will be available both onscreen at the events and added to the LifeSpire/VBHF website. We are pleased to introduce our digital e-Journal: an engaging event website with color ads that can link to your company's website.

The e-Journal will launch prior to our events and will remain online all year, significantly expanding the reach and longevity of your support. During the events, e-Journal ads will be highlighted in an elegant presentation, displayed on large screens at each community. Companies or individuals may order sponsorships or e-Journal ads. **Frequency in the event presentation is based upon donor contribution level.**

You may create and send us a camera ready e-Journal ad or you may send us text, photos, logos, and/or links to include and we will create an ad for you.

To purchase an advertisement or to sponsor the event:

- send this form with payment to: VBH Foundation 3961 Stillman Parkway Glen Allen, Virginia 23060
- or email it to Mary Beth Moody at mmoody@lifespireliving.org
- or call us to place an order at 804-521-9229
- **or you may order online at www.lifespireliving.org/give/influencer-awards.**

Have my e-Journal ad read:

I will submit my ad online at:

www.lifespireliving.org/give/influencer-awards

Please submit online any photos or logos you wish to include in your e-Journal ad.

Please call Mary Beth Moody at 804-521-9229 with any questions!

INFORMATION & PAYMENT DETAILS

Select your contribution level:

_____ \$10,000	Diamond Sponsor	_____ \$1,000	Full Page e-Journal Ad
_____ \$7,500	Emerald Sponsor	_____ \$500	Half Page e-Journal Ad
_____ \$5,000	Sapphire Sponsor	_____ \$250	Quarter Page e-Journal Ad
_____ \$2,500	Ruby Sponsor	_____ \$100	One Line e-Journal Greeting

Check Enclosed (make payable to VBH Foundation)

Invoice Me

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Bill Credit Card   

Acct # _____ Exp _____

Signature _____ Sec # _____