



Health Group

Visiting Nurse Association Health & Hospice



Corporate Mission Partner Program

2019 Special Events Sponsorship Guide

About Visiting Nurse Association Health Group

Visiting Nurse Association Health Group is a nonprofit organization providing compassionate, coordinated and innovative care to individuals and families in their homes and communities for more than 106 years. VNA Health Group offers a wide array of health services to over 150,000 people throughout New Jersey and mid-Ohio each year. Our highly-skilled staff deliver comprehensive community-based home health care services to at-risk, vulnerable populations including children and families, while specially trained physicians, nurses and volunteers offer home-based palliative and hospice care to people with advanced stage illness. With a goal of ensuring that no member of our community is prevented from accessing quality health care, VNA also works tirelessly to identify and solve health problems among the uninsured and underinsured, providing family-centered primary, pre-natal, pediatric, medical and dental care through community health centers.

Your company can make a big difference.

VNA Health Group's **Corporate Mission Partner** program invites businesses, organizations and corporations to partner with us as we fulfill our mission of providing compassionate care to all patients in need of our service, regardless of their ability to pay. As a **Corporate Mission Partner**, you can make a one-time bundled charitable contribution which is allocated throughout the year in support of the VNA's well-attended, high-profile signature special events.

Corporate Mission Partners receive the following unique **sponsorship benefits**, depending on the level of participation:

- Marketing and **promotion of your business** to more than **2,400 VNA employees, 3,500 events attendees, a database of 8,500 emails reaching tens of thousands** as well as visibility through the VNA website, Annual Report and social media outlets
- **Prominent signage at all special events** and logo recognition in print and digital materials
- **Complimentary event tickets** with reserved seating and additional event benefits such as full color advertising in ad journal or in event programs
- **One-time registration for all events** and flexible payment options
- **Health education and on-site health services to your employees** where applicable including blood pressure screening, flu shots and information on caring for aging family members

2019 Special Events Calendar

Hospice Heroes Golf and Card Classic

Monday, August 12, 2019 | Canoe Brook Country Club, Summit, NJ

To benefit RWJBarnabas Health and VNACJ Hospice Programs

A great day of golf on one of the finest championship golf courses in the country followed by a casual and fun cocktail party featuring awards, silent auction, boutiques, live music and more!

Attendance: 300

Beach Ball

Saturday, September 14, 2019 | Chapel Beach Club, Sea Bright, NJ

To benefit VNA's Children and Family Health Institute

An evening under the stars at one of Jersey Shore's exclusive beach clubs featuring Jersey Shore cuisines, food trucks, auction and live music. *Attendance: 700*

Family Fall Festival

Sunday, October 13, 2019 | Scothigh Farm, Rumson, NJ

To benefit VNA's Children and Family Health Institute

Hosted by the VNA of Central Jersey Children's Auxiliary, families celebrate autumn with an afternoon at Scothigh Farm in Rumson with activities, rides, games, a chance auction, food trucks and more! *Attendance: 800*

Treasures of Cleveland

Thursday, October 24, 2019 | The Ritz-Carlton, Cleveland, OH

To benefit VNA of Ohio's Home Care and Hospice

An intimate evening with Friends of VNA honoring longtime VNA supporter Mary Lou Stricklin featuring cocktails, dining, auction and live music. *Attendance: 200*

Holiday House Tour and Boutique

Friday, December 6, 2019 | Two River Area of Monmouth County, NJ

To benefit VNACJ's Hospice Program

Tour-goers step inside some of Monmouth County's most magnificent private homes. The Holiday Gift Boutique invites guests to browse accessories, jewelry and other items showcased by local vendors. *Attendance: 1,000*

Holiday Dinner Dance

Saturday, December 7, 2019 | Spring Lake Golf Club, Spring Lake, NJ

To benefit VNACJ's Hospice Program

A beloved holiday tradition featuring cocktails, dinner, an auction and dancing to live music in honor of individuals who have helped and supported the VNA. *Attendance: 300*

Corporate Mission Partner Bundled Sponsorship Opportunities

PLEASE NOTE: All event tickets and benefits associated with a bundled sponsorship can be customized to meet your personal preferences.

Platinum Partner

\$25,000

- Beach Ball – Reserved table for eight
- Golf Classic – One golf foursome
- Family Fall Festival – Two family admissions
- Treasures of Cleveland – Six tickets
- Holiday House Tour – 10 tickets
- Holiday Dinner Dance – Reserved table for eight
- Recognition at High Tea
- Full color ad on all digital ad journals
- Sponsorship listing in each event's program
- Prominent signage and logo recognition in all event print materials
- Prominent acknowledgement in VNAHG Annual Report
- Your logo on VNAHG website

Gold Partner

\$10,000

- Beach Ball – Reserved table for four
- Golf Classic – One golf foursome
- Family Fall Festival – One family admission
- Treasures of Cleveland – Two tickets
- Holiday House Tour – Eight tickets
- Holiday Dinner Dance – Four reservations
- Recognition at High Tea
- Full color ad on all digital ad journals
- Sponsorship listing in each event's program
- Prominent signage and logo recognition in all event print materials
- Prominent acknowledgement in VNAHG Annual Report
- Your logo on VNAHG website



Silver Partner

\$5,000

- Beach Ball – Two reserved seats
- Golf Classic – One golf twosome
- Family Fall Festival – One family admission
- Treasures of Cleveland – Two tickets
- Holiday House Tour – Four tickets
- Holiday Dinner Dance – Two reservations
- Recognition at High Tea
- Full color ad on all digital ad journals
- Sponsorship listing in each event’s program
- Signage and logo recognition in all event print materials
- Acknowledgement in VNAHG Annual Report
- Recognition on VNAHG website

Bronze Partner

\$3,500

- Beach Ball – Two general admission tickets
- Treasures of Cleveland – Two tickets
- Holiday House Tour – Two tickets
- Holiday Dinner Dance – Two reservations
- Recognition at High Tea
- Full color ad on all digital ad journals
- Sponsorship listing in each event’s program
- Signage and logo recognition in all event print materials
- Acknowledgement in VNAHG Annual Report
- Recognition on VNAHG website

Friend Partner

\$1,500

- Inclusion in all special event materials and listing on Corporate Mission slide on all digital ad journals
- Acknowledgment in VNAHG Annual Report
- Recognition on VNAHG website

“The Corporate Mission Partner program provides the perfect opportunity for our company to support the VNA’s important work. By bundling our contribution, we can easily participate in all VNA’s signature events and know that we are making an impact on their mission.”

— Douglas R. Ewertson, Senior Vice President
USI Insurance Services
Corporate Mission Partner since 2013



Hospice Heroes Golf and Card Classic

Monday, August 12, 2019 | Canoe Brook Country Club, Summit, NJ
To benefit RWJBarnabas Health and VNACJ Hospice Programs

Platinum Sponsor	\$25,000
Two golf foursomes and eight additional guests to the evening cocktail reception; prominent logo recognition at event entrance during registration; Logo on Tee Sign on course; full page ad in digital journal; exclusive golf gift through the Pro Shop	
Gold Sponsor	\$10,000
One golf foursome and four additional guests to the evening cocktail reception; prominent logo recognition at event entrance during registration; Logo on Tee Sign on course; full page ad in digital journal; each player receives a golf gift	
Silver Sponsor	\$5,000
One golf foursome and four guests to the evening cocktail reception; logo recognition at event entrance during registration; Logo on Tee Sign on course; half page ad in digital journal; each player receives a golf gift	
Par Sponsor	\$3,000
One golf twosome and two guests to the evening cocktail reception; logo recognition at event entrance during registration; Logo on Tee Sign on course; half page ad in digital journal; each player receives a golf gift	
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Cocktail Reception Underwriter	\$7,500
10 complimentary guests for lunch OR to the evening cocktail reception; prominent logo recognition at event entrance during registration; Name/Logo displayed on a Sponsor Sign during lunch on the patio, full page ad in digital journal	
Luncheon Underwriter	\$5,000
Eight complimentary guests for lunch; prominent logo recognition at event entrance during registration; Name/Logo displayed on a Sponsor Sign at golf club drop off at registration and on course at shotgun start, half page ad in digital journal	
Entertainment Underwriter	\$3,000
Six complimentary guests to the evening cocktail reception; prominent logo recognition at event entrance during registration; Name/Logo displayed on a Sponsor Sign at golf club drop off at registration and on course at shotgun start, half page ad in digital journal	
Beverage Cart Underwriter	\$2,500
Four complimentary guests to the evening cocktail reception; prominent logo recognition at event entrance during registration; Name/Logo displayed at the Beverage Cart station, half page ad in digital journal	
Hole Underwriter	\$1,500
Two complimentary guests to the evening cocktail reception; prominent logo recognition at event entrance during registration; Name/Logo displayed on a Tee Sign on the golf course, half page ad in digital journal	



Beach Ball

Saturday, September 14, 2019 | Chapel Beach Club, Sea Bright, NJ
To benefit VNA's Children and Family Health Institute

Big Kahuna Sponsor	\$25,000
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Two tables of 12 with reserved seating; Prominent recognition at Ball, on event website and in pre- and post-event publicity; Sponsor Page Ad in Virtual Ad Journal; On-screen display of ad for 20 seconds, looping for the duration of the event.

Sand Dollar Sponsor	\$15,000
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Two tables of 10 with reserved seating; Prominent recognition at Ball and in all print materials; Sponsor Page Ad in Virtual Ad Journal; On-screen display of ad for 15 seconds, looping for the duration of the event.

Sand Bar Sponsor	\$8,500
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One table of 10 with reserved seating; Recognition at Ball and in all print materials; Sponsor Page Ad in Virtual Ad Journal; On-screen display of ad for 10 seconds, looping for the duration of the event.

Seashell Sponsor	\$5,000
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Six reservations with reserved seating; Recognition at Ball; Sponsor Page Ad in Virtual Ad Journal; On-screen display of ad, looping for the duration of the event.

Shoreline Sponsor	\$3,000
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Four reservations with reserved seating; Recognition at Ball; Sponsor Page Ad in Virtual Ad Journal; On-screen display of ad, looping for the duration of the event.

Starfish Sponsor	\$1,500
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Two reservations with reserved seating; Recognition at Ball; Sponsor Page Ad in Virtual Ad Journal; On-screen display of ad, looping for the duration of the event.

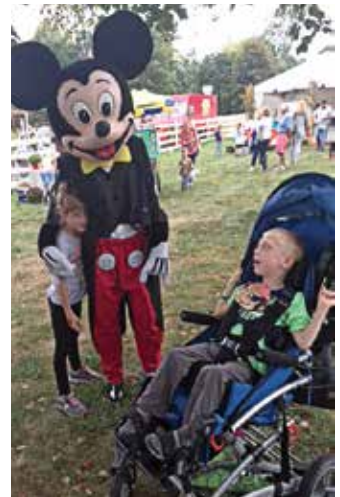




Family Fall Festival

Sunday, October 13, 2019 | Scothigh Farm, Rumson, NJ
To benefit VNA's Children and Family Health Institute

Event Sponsor Four family admissions; eight sheets of chance auction tickets; premier signage; and recognition in event program	\$4,000
Scothigh Farm Patron Three family admissions; six sheets of chance auction tickets; premier signage; and recognition in event program	\$2,500
Food Truck Sponsor Prominent signage and recognition in event program	\$1,750
Refreshment Sponsor Prominent signage and recognition in event program	\$1,500
Super Lane Turbo Slide Sponsor Prominent signage and recognition in event program	\$1,500





Treasures of Cleveland

Thursday, October 24, 2019 | The Ritz-Carlton, Cleveland, OH
To benefit VNA of Ohio's Home Care and Hospice

Diamond Sponsor

\$10,000

Reserved seating for 10; Sponsorship recognition in post-event thank you letter; Name and logo on invitation; Logo recognition on online registration page; Social media acknowledgment; Full-page ad in program book; Recognition in Community Report; Recognition on event signage; On screen display of digital ad during event

Gold Sponsor

\$7,500

Reserved seating for eight; Logo recognition on online registration page; Social media acknowledgment; Full-page ad in program book; Recognition in Community Report; Recognition on event signage; On screen display of digital ad during event

Silver Sponsor

\$5,000

Reserved seating for six; Logo recognition on online registration page; Social media acknowledgment; Half-page ad in program book; Recognition in Community Report; Recognition on event signage; On screen display of digital ad during event

Sapphire Sponsor

\$2,500

Reserved seating for four, Logo recognition on online registration page; Quarter-page ad in program book; Recognition in Community Report; Recognition on event signage; On screen display of digital ad during event

Ruby Sponsor

\$1,500

Reserved seating for two; Quarter-page ad in program book; Recognition in Community Report; Recognition on event signage; On screen display of digital ad during event





Holiday House Tour and Boutique

Friday, December 6, 2019 | Two River Area of Monmouth County
To benefit VNA of Central Jersey Hospice

Event Sponsor 20 tour tickets and a full-page spread in program booklet	\$5,000
Platinum Sponsor 10 tour tickets and a full-page ad in program booklet	\$3,500
Gold Sponsor Eight tour tickets and a half-page ad in program booklet	\$2,500
Silver Sponsor Six tour tickets and a quarter-page ad in program booklet	\$1,500




Holiday Dinner Dance

Saturday, December 7, 2019 | Spring Lake Golf Club, Spring Lake, NJ
To benefit VNA of Central Jersey Hospice

Archangel Sponsor 10 Dinner Dance reservations and a Dinner Dance marquee on digital ad journal	\$5,000
Seraph Sponsor Eight Dinner Dance reservations and a digital Gold Page Ad	\$3,500
Cherub Sponsor Six Dinner Dance reservations and a digital Silver Page Ad	\$2,500
Guardian Sponsor Four Dinner Dance reservations and a digital Bronze Page Ad	\$1,500

Underwriting Opportunities

Dinner Underwriter	\$5,000
Entertainment Underwriter	\$3,000
Cocktail Reception Underwriter.....	\$2,500
Centerpieces Underwriter	\$1,500



In 2018, Visiting Nurse Association Health Group touched the lives of more than **150,000** patients...

- Nearly **4,000** patients received compassionate end-of-life hospice care
- More than **26,000** poor, at-risk, women, infants and children received nutritional support and education
- More than **10,000** patients received primary, prenatal, dental and podiatry care through VNACJ Community Health Centers
- **1,600** individuals received HIV supportive services
- More than **48,000** individuals received high-quality at-home care after hospitalization
- More than **4,800** children with special needs and developmental delays received case management support
- More than **4,400** children with developmental delays or Autism received therapy at home
- More than **6,400** home visits for sick children by pediatric nurses, physical therapists, OTs and speech therapists



VNA Health Group

Visiting Nurse Association Health & Hospice



Visiting Nurse Association of Central Jersey

- Home Health and Hospice services in Burlington, Middlesex, Monmouth, and Ocean Counties.
 - Private Care services in Middlesex, Monmouth and Ocean Counties
 - Community-based Children and Family Health services in 11 counties across New Jersey
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Visiting Physician Services

- Home-based Primary Care in Bergen, Essex, Middlesex, Monmouth, Ocean, Passaic, Somerset and Union Counties
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Visiting Nurse Association of Ohio

- Home Health and Hospice services in 17 Ohio Counties
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Barnabas Health Home Care and Hospice

- Home Health and Hospice services in Essex and Hudson* Counties

*Services available only in Bayonne, East Newark, Harrison, Jersey City, Kearny



Robert Wood Johnson Visiting Nurses

- Home Health and Hospice services in Mercer, Middlesex, Somerset and Union Counties
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Visiting Nurse Association of Englewood

- Home Health and Hospice services in Bergen County
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For more information, call us at 800.862.3330 or visit www.vnahg.org.