

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 five 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.

At this year's Donor Appreciation events, we will be honoring the 2022 Influencer Award recipients:

Travers Mayhew from *The Chesapeake*

Charlotte Yeatts from *The Glebe*

Bob Houck from *The Culpeper*

Sally Wheat from *Lakewood*

Virginia Marshburn from *The Summit*

SPONSORSHIP PACKAGES



\$10,000 DIAMOND SPONSOR

- Featured online ad placement and recognition on screen at event
- 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

- Large online ad placement and recognition on screen at event
- 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

- Large online ad placement and recognition on screen at event
- 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

- Online ad placement and recognition on screen at event
- Promotion on LifeSpire social media*
- Logo on event page on LifeSpire website*
- Signage at event



\$1,000 Full Page Online Ad



\$250 Quarter Page Online Ad



\$500 Half Page Online Ad



\$100 One Line Online Listing

*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 5 communities have an audience of over 4,000 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 and online presence, and gain publicity with recognition in promotions.
- Enjoy the spotlight and gain visibility at a well-attended, memorable, annual donor event.
- **Support the Virginia Baptist Homes Foundation by investing in our benevolent mission of providing comfort and security to seniors in need.**

Online Advertisement

Instead of purchasing an advertisement in a printed program, this year we are continuing to offer online advertisements that link directly to your own company's website. Sponsors will be honored as appropriate at the individual community events and added to the LifeSpire/VBHF website.

The online advertisements will be listed on our website prior to community events and will remain online all year, significantly expanding the reach and longevity of your support. During the events, your sponsor ads will be highlighted digitally and in print.

You may create and send us a camera ready advertisement 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

Have my advertisement read:

Please email any photos or logos you wish to include in your ad to mmoody@lifespireliving.org.

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 Online Ad
_____ \$7,500	Emerald Sponsor	_____ \$500	Half Page Online Ad
_____ \$5,000	Sapphire Sponsor	_____ \$250	Quarter Page Online Ad
_____ \$2,500	Ruby Sponsor	_____ \$100	One Line Listing

Check Enclosed (make payable to VBH Foundation)

Invoice Me

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Bill Credit Card   

Acct # _____ Exp _____

Signature _____ Sec # _____