



Gaata

2024

PARTNERSHIP
OPPORTUNITIES



Join Us

We invite you to partner with us for an inspiring evening celebrating gratitude and Virtua Health's commitment to be here for good. Through acts of kindness and generosity, we can have a lasting impact and ensure a healthier future for generations to come.

Saturday, November 2, 2024

**BORGATA HOTEL, CASINO AND SPA
ATLANTIC CITY, NEW JERSEY**

6:00 - 11:00 P.M.

Proceeds Benefit

This year's gala will benefit Virtua Health's Eat Well Food Access Programs, which bring affordable, nutritious food to under-resourced communities across South Jersey.

Musical Guest

STARLIGHT ORCHESTRA

Attire: Black Tie Optional

Partnership

TOGETHER, WE CAN HAVE A LASTING IMPACT.

CO-PRESENTING \$100,000

- Recognition as a Co-Presenting Sponsor on the Virtua Gala invitation, event promotional materials, post-event press release, and during the event on signage, large screens, and digital centerpieces
- Company brand or logo illuminated on bars and/or walls of the cocktail and dessert space during the event
- Premier ballroom seating for 16 guests
- One suite at the Borgata Hotel, Casino & Spa for Saturday, November 2, 2024
- Digital advertisement – full screen
- Recognition on Virtua Health’s giving website – GiveToVirtua.org
- Recognition as a Virtua Health philanthropic “Corporate Partner” in 2024

HERE FOR GOOD \$50,000

- Recognition as a Here for Good Sponsor during the event on signage, large screens, and digital centerpieces
- Company name elegantly displayed in the cocktail and dessert space during the event
- Premier ballroom seating for 12 guests
- One guest room at the Borgata Hotel, Casino & Spa for Saturday, November 2, 2024
- Digital advertisement – full screen
- Recognition on Virtua Health’s giving website – GiveToVirtua.org
- Recognition as a Virtua Health philanthropic “Corporate Partner” in 2024

CHANGING LIVES \$35,000

- Recognition as a Changing Lives Sponsor during the event on signage, large screens, and digital centerpieces
- Company name elegantly displayed in the cocktail and dessert space during the event
- Preferred ballroom seating for 10 guests
- Digital advertisement – full screen
- Recognition on Virtua Health’s giving website – GiveToVirtua.org
- Recognition as a Virtua Health philanthropic “Corporate Partner” in 2024

HEALTHY COMMUNITIES \$15,000

- Recognition as a Healthy Communities Sponsor during the event on signage, pop-up banners and digital screens
- Preferred ballroom seating for 8 guests
- Digital advertisement – full screen
- Recognition on Virtua Health’s giving website – GiveToVirtua.org
- Recognition as a Virtua Health philanthropic “Corporate Partner” in 2024

IMPROVING ACCESS \$10,000

- Recognition as an Improving Access Sponsor during the event on signage, large screens, and digital centerpieces
- Ballroom seating for 6 guests
- Digital advertisement – half screen
- Recognition on Virtua Health’s giving website – GiveToVirtua.org
- Recognition as a Virtua Health philanthropic “Corporate Partner” in 2024

HEARTWIRED \$5,000

- Recognition as a Heart Wired Sponsor during the event on digital centerpieces
- Digital advertisement – half screen
- Ballroom seating for 4 guests
- Recognition on Virtua Health’s giving website – GiveToVirtua.org

KINDNESS \$2,500

- Recognition as a Kindness Sponsor during the event on digital centerpieces
- Digital advertisement – half screen
- Ballroom seating for 2 guests
- Recognition on Virtua Health’s giving website – GiveToVirtua.org

INDIVIDUAL TICKET \$650

Sponsors may purchase additional tickets after September 1, 2024 based on availability. This will ensure that individuals who wish to attend the gala have an exclusive period to purchase tickets.

QUESTIONS?

For more information about sponsorship opportunities, contact Cheryl Kreckel, manager of corporate philanthropic partnerships, at 856-355-0850 or ckreckel@virtua.org.

Online reservations are available at GiveToVirtua.org/Gala.

BENEFITING VIRTUA'S EAT WELL PROGRAMS

At Virtua, we are working hard to ensure our neighbors, regardless of what zip code they call home, have access to the fresh, healthy, and affordable foods they deserve.

Ensuring that no child or adult goes hungry is an ongoing struggle in communities across the United States. The city of Camden and certain areas of Burlington and Gloucester counties are categorized as "food deserts" for their low access to healthy food retail outlets. Moreover, studies show that eating healthy food helps prevent and reduce the severity of many chronic illnesses, including diabetes, obesity, heart disease, and certain cancers.

Since 2017, Virtua Health's Eat Well initiative has aimed to address critical food insecurity issues in South Jersey and focus on nutrition as the foundation of a healthy lifestyle. Powered by philanthropy, the **Eat Well Mobile Farmers Market, Mobile Grocery Store, Food Farmacy**, and new **Colleague Markets** help to ensure that our patients, most vulnerable community members, and our workforce has consistent access to fresh, culturally relevant, affordable foods, and nutrition education.

- Virtua's **Mobile Farmers Market** was the first Eat Well program to launch, serving as a reliable community resource for fresh, affordable fruits and vegetables since 2017. In addition to offering produce at significantly reduced prices, we incorporate health education and literacy about eating well and its connection to reducing chronic disease.
- In 2020, we converted a city bus into a beautiful **Mobile Grocery Store** with an aisle of fully stocked shelves, coolers, and freezers for customers to browse and shop with dignity. The 40-foot mobile store operates year-round, makes regular weekly stops to communities with limited access to a grocery store, and offers reduced pricing on all items. Next year, we will update and expand this program with the addition of two new mobile grocery vehicles that will offer opportunities for nutrition counseling.
- The **Food Farmacy** locations in Camden and Mount Holly offer nutrition education, social support services, and free produce and nonperishable food to enrolled patients. Patients with a chronic disease or other health issues, who are also experiencing food insecurity, can be referred into this six-month "food as medicine" program by their physician.
- To support and sustain our workforce, Virtua has launched a variety of new colleague wellness and career development opportunities. As part of this effort, we opened **Colleague Markets** in key locations across Virtua so that any colleague with a need for support can take home nutritious food and personal care items at no cost and seek assistance they may need to thrive.

We are grateful to our philanthropic partners whose generosity is helping to make our highly impactful Eat Well programs possible. With your support of this year's Virtua Health Gala, we can think even bigger to help reduce food insecurity and build a healthier South Jersey!



UNDERWRITING, ADVERTISING & PARTICIPATION ORDER FORM

Reservations or advertisements will be processed once a signed form or payment is received.

CONTACT INFORMATION

Sponsoring Organization or Individual (The sponsors will be recognized using the name provided.)

Sponsor Name: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

EVENT PARTICIPATION

Sponsorship/Underwriting

- | | | | |
|--|-----------|---|----------|
| <input type="checkbox"/> Co-Presenting Sponsor | \$100,000 | <input type="checkbox"/> Improving Access Sponsor | \$10,000 |
| <input type="checkbox"/> Here for Good Sponsor | \$50,000 | <input type="checkbox"/> Heartwired Sponsor | \$5,000 |
| <input type="checkbox"/> Changing Lives Sponsor | \$35,000 | <input type="checkbox"/> Kindness Sponsor | \$2,500 |
| <input type="checkbox"/> Healthy Communities Sponsor | \$15,000 | | |

CONTRIBUTION

Sponsorship Total \$ _____

(Cancellations made within 72 hours of the event will not be subject to a refund.)

TICKETS

Tickets will be available for individual purchase for \$650 after September 1, 2024.

Tickets will be sold on a first come first served basis.

Yes, I would like to be contacted after September 1 to purchase individual tickets.

PAYMENT METHOD:

Check enclosed made payable to Virtua Health Foundation Credit Card Please Bill Us

For Credit Card Payment: American Express Mastercard Visa Discover

Name on Card: _____ Signature: _____

Card Number: _____ Exp Date: _____ CSV Code: _____

AUTHORIZATION

I agree to the above support of Virtua Health through the 2024 Gala.

(Signature or payment is required to process your commitment.)

Print Name: _____ Signature: _____

REGISTRATION OPTIONS

ONLINE:

GiveToVirtua.org/Gala

MAIL:

Virtua Health Foundation
303 Lippincott Drive, 4th Floor
Marlton, NJ 08053

CALL/FAX:

t: 856-355-0830
f: 856-355-0831





Here for Good.