



March 10, 2018

Dear Friend:

The Children’s Advocacy Center of Northeastern Pennsylvania (CAC/NEPA) is a private, nonprofit, charitable organization whose mission is to provide excellence in the assessment & treatment of child victims of abuse and neglect. Often experiencing shame and guilt, child & teen victims who have experienced traumatic abuse undeniably need the compassion and specialized treatment they receive at our Center, to begin the healing process and keep the abuse from having a lasting effect on their adulthood.

In 1997, under the direction of then Lackawanna County District Attorney, Michael J. Barrasse, the concept and need for a Northeastern Pennsylvania regional advocacy center was researched and developed. Since it became operational in 1998, Judge Michael J. Barrasse has continuously served as the Chairman of the Board of Directors. With one board-certified pediatrician and an attending nurse, we served 32 children in a three-room office - in its first year of operation. This past year, we provided **1,676 child abuse intervention services to 839 children & adolescents**. These services included: 682 Forensic Interviews, 670 Medical Exams, 291 Advocacy, Support & Referral Services and Evidence-Based Trauma Therapy for 33 children.

In celebration of 20 years of service, we are hosting our **Emerald Gala** on Saturday, September 29, 2018 at the Radisson Lackawanna Station Hotel. Our Honorary Chair is John P. Moses, Esquire and Julie Sidoni (WNEP) will serve as Mistress of Ceremonies! We are looking forward to honoring the following community leaders:

- William J. Browning, Executive Director, Lackawanna County Department of Human Services
- Lieutenant Colonel Robert Evanchick, Acting Commissioner Pennsylvania State Police
- Michelle L. Olshefski, Assistant United States Attorney

Our goal is to raise \$100,000, and we are hoping that you could help us reach that goal! By becoming one of our sponsors, you will directly help us provide free medical examinations, forensic interviews, trauma therapy and other critical services for child victims of abuse. We’ve also detailed some of the benefits that you or your company can enjoy should you decide to become one of our sponsors (see attached Sponsorship Levels Document). Regardless of the amount you choose to give, your company name will be included in our event program and you’ll be included in event marketing. Please return the sponsorship reply form from the attached document by August 31, 2018. Thank you in advance for your generosity. If you have any questions, please feel free to contact me directly (at 570-969-7313 or maryannlaporta@cacnepa.org) or the Community Ambassador who shared this information with you.

Sincerely,

Mary Ann LaPorta

Executive Director

Children’s Advocacy Center of Northeastern Pennsylvania

20th Anniversary Gala Committee:

- | | | | |
|---------------------|--------------------------------|------------------|-----------------|
| George Bieber | Jess Farrell | Alpesh Patel | Vanessa Thomas |
| Jim and Susan Brady | Natalie Gelb | Renee Rinaldi | Leo Vergnetti |
| Nick Colangelo | Lee and Suzanne Ambrogio Jaffe | Kim Kost Scanlon | Patty Vergnetti |
| Tom Donohue | Charles Karam | David Solfanelli | Thom Welby |
| Louis Evans | Mary Ann LaPorta | Katie Sunday | |



20th Anniversary Emerald Gala Theme

The Emerald is the gemstone which commemorates 20th Anniversaries. Gemstones share a common beauty... they all sparkle and shine; however, they also offer many more remarkable qualities. Gemstones bring healing, peace, balance, guidance, awareness, possibility and hope. Throughout history, gemstones and crystals have been utilized to heal and achieve emotional and spiritual balance. Like gemstones, your support provides our team with the ability to help children heal and brings us hope that each victim of child abuse has a positive future.

Emerald:
Stone of Hope & Love



Emeralds open and nurture the heart. Their soothing energy provides healing to all levels of the being, bringing freshness and vitality to the spirit. A stone of inspiration and infinite patience, it embodies unity, compassion and unconditional love. Emeralds also symbolize future, renewal and growth. It is a seeker of love and a revealer of truth; inspiring an ongoing search for meaning, justice, compassion and harmony.

Jade:
Stone of Protection & Purification



Jade is said to bless whatever it touches and calms fear in the very young and very old. Stands for gentleness and nourishment because jade is a stone that protects and supports a loving heart. Jade is the calm in the midst of storm as it signifies peace through strength. This stone is for support, friendship, and good luck.

Tsavorite Garnet:
Stone of Healing, Strength & Confidence



The Garnet gemstone teaches relaxation and inspires service and cooperation. Because it is a garnet, it is connected with the heart and the principal of love. Brings strength and confidence, teaches relaxation and inspires service and cooperation. Tsavorite improves clarity of perception, knowledge about love, and understanding. Helps find the inner beauty both in oneself and others.

Tourmaline:
Stone of Soothing & Enlightenment



Tourmaline gemstones promote calming, meditation, spirituality, wisdom and mysticism. Brings insight and help in the discovery of that which is good, grants enlightenment, gives power to the spirit, and protects against all dangers, strengthens the ability to understand love, and promotes creativity in ways to put love out into the world.

Peridot:
Stone of Awareness, Growth & Forgiveness



The Peridot is said to be born of fire and brought to light. A Peridot gemstone produces warmth and sharpening of the mind, opening it to new levels of awareness and growth, helping one to recognize and realize one's true destiny and purpose. Associated with the sun, Peridot has been prized since the earliest civilizations for its protective powers to drive away the forces of darkness. Cures cowardice, calms anger, as well as brightens the wit. Alleviates emotional burdens and guilt. It is particularly beneficial for overcoming fear and depression, and resentment to help move forward. Peridot promotes responsibility and forgiveness, instilling confidence in one's own abilities and reestablishing a sense of self-worth.



Sponsorship Opportunities:

Presenting Emerald Sponsorship Level \$10,000.00

- Sponsor receives **Two Months of LAMAR Advertising Coverage on 2 Traditional Bulletins and 2 Digital Bulletins**, designed by LAMAR Advertising, and prominently featured in your community. Presenting Sponsor will have their **Business Logo/Small Ad exclusively listed on the right half of 4 Gala Bulletins** (as described above). These bulletins, which are the largest standard-sized billboard and largest digital display, deliver maximum exposure to vehicular traffic on expressways, highways and primary arteries. The estimated value of this advertising equals \$11,300. (Please refer to the Billboard Image and Size Specifications below this sponsorship opportunity.)
- Prominent placement of sponsor name, logo, and sponsorship level included in all event programming and/or promotional materials [including flyers, program ad book, and social media/media coverage].
- Business name/logo listed on premier event signage as Presenting Emerald Sponsor
- Logo/signage placement within the Step and Repeat (photograph backdrop) area
- Sponsor receives complimentary **Full Page Ad** & featured as Presenting Sponsor in Gala Program Book. (Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.)
- Sponsor is permanently included on the "Community Support Page" of our website.
- Sponsor is featured Partner on our home page for one year.
- Social media and CAC/NEPA website acknowledgement
- One complimentary table (10 seats/table) reserved for the event, (premier seating, placed upfront)
- Opportunity to have corporate video or PSA featured on screen at the event

↓ ----- Entire Billboard = 14 ft H x 48 ft W ----- ↓

<p><i>20th Anniversary Emerald Gala</i></p> <p>Saturday, September 29th</p> <p>Radisson Lackawanna Hotel</p> <p>----- 14 ft H x 24 ft W -----</p>	<p><i>Presenting Sponsor:</i></p> <p>EMERALD (\$10,000) PRESENTING SPONSOR Logo/Name + Short Ad Here</p> <p>----- 14 ft H x 24 ft W -----</p>
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LAMAR

(additional sponsorship opportunities are continued on next page)



Jade Sponsorship Level

\$5,000.00

- Sponsor receives **Two Months of LAMAR Advertising Coverage on 1 Traditional Bulletin and 1 Digital Bulletin**, designed by LAMAR Advertising, and prominently featured in your community. Each Jade Sponsor will have their **Business Logo/Small Ad exclusively listed on the right half of these 2 Gala Bulletins** (as described above). These bulletins, which are the largest standard-sized billboard and largest digital display, deliver maximum exposure to vehicular traffic on expressways, highways and primary arteries. The estimated value of this advertising equals \$5,650. (Please refer to the Billboard Image and Size Specifications below this sponsorship opportunity.)
- Sponsor name, logo, and sponsorship level included in all event programming and/or promotional materials [including flyers, program ad book, and social media/media coverage].
- Business name/logo listed on highlighted event signage as Jade Sponsor
- Sponsor receives complimentary **Full Page Ad** and is featured as a Jade Sponsor in Gala Program Book. (Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.)
- Sponsor is permanently included on the "Community Support Page" of our website.
- Social media and CAC/NEPA website acknowledgement
- Six complimentary tickets for the Gala

↓ ----- Entire Billboard = 14 ft H x 48 ft W ----- ↓

<p><i>20th Anniversary Emerald Gala</i></p> <p>Saturday, September 29th</p> <p>Radisson Lackawanna Hotel</p> <p>----- 14 ft H x 24 ft W -----</p>	<p>Major Gala Sponsors:</p> <p>MAJOR \$5,000 Logo / Ad</p> <p>----- 14 ft H x 24 ft W -----</p>
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(additional sponsorship opportunities are continued on next page)



Tsavorite Garnet Sponsorship Level

\$2,500.00

- Sponsor name, logo, and sponsorship level included in all event programming and/or promotional materials [including flyers, program ad book, and social media/media coverage].
- Business name/logo listed on highlighted event signage as featured Tsavorite Garnet Sponsor
- Sponsor receives complimentary **Full Page Ad (color)** and is featured as a sponsor in Gala Program Book. (Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.)
- Social media and CAC/NEPA website acknowledgement
- Four complimentary tickets for the Gala

Tourmaline Sponsorship Level

\$1,000.00

- Sponsor name, logo, and sponsorship level included in all event programming and/or promotional materials [including flyers, program ad book, and social media/media coverage].
- Business name/logo listed on collective event signage as featured Tourmaline Sponsor
- Sponsor receives complimentary **Full Page Ad (color)** and is featured as a sponsor in Gala Program Book. (Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.)
- Social media and CAC/NEPA website acknowledgement
- Two complimentary tickets for the Gala

Peridot Sponsorship Level

\$500.00

- Sponsor name, logo, and sponsorship level included in all event programming and/or promotional materials [including flyers, program book, signage, & social media/media coverage].
- Business name/logo listed on collective event signage as featured Tsavorite Garnet Sponsor
- Sponsor receives **Half Page Ad (Black & White)** and is featured as a sponsor in Gala Program Book. Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.
- Social media and CAC/NEPA website acknowledgement
- One complimentary ticket for the Gala

(additional underwriting sponsorship opportunities are continued on next page)




Gala Entertainment Sponsorship - (One Sponsor Opportunity) = \$4,000.00

- Sponsor receives **Two Months of LAMAR Advertising Coverage on 1 Traditional Bulletin and 1 Poster-Sized Digital Billboard**, designed by LAMAR Advertising, and prominently featured in your community. This Sponsor will have their **Business Logo/Small Ad exclusively listed on the right half of these 2 Gala Bulletins** (as described above). The bulletin is the largest standard-sized billboard, which delivers maximum exposure to vehicular traffic on expressways, highways and primary arteries. The poster-sized digital billboard is smaller and closer to the road than larger bulletins, which will place your business logo/ad in front of a wide local audience and impact your customers where they live, work and play. The estimated value of this advertising equals **\$4,650**.
- Business name/logo listed on highlighted event signage as featured Entertainment Sponsor
- Sponsor receives **Full Page Ad (color)** and is featured as a sponsor in the Gala Program Book. (Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.)
- Social media and CAC/NEPA website acknowledgement
- Six complimentary tickets for the Gala


↓ ----- Entire Traditional Billboard = 14 ft H x 48 ft W ----- ↓

<p><i>20th Anniversary Emerald Gala</i></p> <p>Saturday, September 29th</p> <p>Radisson Lackawanna Hotel</p> <p>----- 14 ft H x 24 ft W -----</p>	<p><i>Major Gala Sponsors:</i></p> <p>MAJOR \$4,000 Logo / Ad</p> <p>----- 14 ft H x 24 ft W -----</p>
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Poster-Sized Digital Billboard Bulletin Image for **Entertainment Sponsor (\$4,000 Level)**:

<p><i>20th Anniversary Emerald Gala</i></p> <p>Saturday, September 29th</p> <p>Radisson Lackawanna Hotel</p>	<p><i>Major Gala Sponsors:</i></p> <p>MAJOR \$4,000 Logo / Ad</p>
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Beverage Station Sponsorship Level - (Four Sponsor Opportunities) = \$3,000.00

- Sponsor receives **Two Months of LAMAR Advertising Coverage on 1 Poster-Sized Digital Billboard**, designed by LAMAR Advertising, and prominently featured in your community. These Sponsors will have their **Business Name/Logo** placed with 2-3 other non-competing businesses, on the right side of this Major Sponsor Gala Billboard (as described above). The poster-sized digital billboard is smaller and closer to the road than larger bulletins, which will place your business logo/ad in front of a wide local audience and impact your customers where they live, work and play. The estimated value of this advertising equals **\$3,000**.
- Business name/logo listed on highlighted event signage as featured Beverage Station Sponsor, as well as signage with Business name/logo at one of the four beverage stations
- Sponsor receives **Full Page Ad (color)** and is featured as a sponsor in the Gala Program Book. (Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.)
- Social media and CAC/NEPA website acknowledgement
- Four complimentary tickets for the Gala

Decor Sponsorship Level – (Two Sponsor Opportunities) = \$3,000.00

- Sponsor receives **Two Months of LAMAR Advertising Coverage on 1 Poster-Sized Digital Billboard**, designed by LAMAR Advertising, and prominently featured in your community. These Sponsors will have their **Business Name/Logo**, placed with 2-3 other non-competing businesses, on the right side of this Major Sponsor Gala Billboard (as described above). The poster-sized digital billboard is smaller and closer to the road than larger bulletins, which will place your business name/logo in front of a wide local audience and impact your customers where they live, work and play. The estimated value of this advertising equals **\$3,000**.
- Business name/logo listed on highlighted event signage as featured Decor Sponsor
- Sponsor receives **Full Page Ad (color)** and is featured as a sponsor in the Gala Program Book. (Please refer to the Program Ad Specifications page following the Sponsorship Opportunities section.)
- Social media and CAC/NEPA website acknowledgement
- Two complimentary tickets for the Gala

Poster-Sized Digital Billboard for Beverage Station & Décor Sponsors Board (\$3,000 Level):

20th Anniversary Emerald Gala

Saturday, September 29th

Radisson Lackawanna Hotel

Major Gala Sponsors:

MAJOR \$3,000 Logo / Name

MAJOR \$3,000 Logo / Name

MAJOR \$3,000 Logo / Name

LAMAR



20th Anniversary Emerald Gala Program Book:

All sponsors are entitled to place an Ad (at no additional cost) in our 20th Anniversary Emerald Gala Program Book, which will be distributed at the Gala to all attendees. Please refer to the sponsorship benefits listing for your Ad specifications.

Due Date:

Please email all ads (in the **correct size** and in **PDF format**) to jessfarrell@cacnepa.org by **August 31, 2018**

Ad Dimensions:

- The table and chart below include the dimensions and layout illustrations for all advertising sizes for the Gala Program Book.
- There is no additional cost pertaining to the Program Book Ads for event sponsors. The value of the Program Book Ads are listed below just as a reference.

Type of Program Book Ad	Program Book Ad Size	Value of Ad
Full Page - Color	8.0" wide x 10.5" tall	\$300
Full Page - B & W	8.0" wide x 10.5" tall	\$250
Half Page (Horizontal) - B & W	8.0" wide x 5.125" tall	\$150
Quarter Page (Square) - B & W	3.875" wide x 5.125" tall	\$75

Full Page Size:

8.0" wide x 10.5" tall

Half Page Size: 8.0" wide x 5.125" tall (black & white option only)	
	Quarter Page Size: 3.875" wide x 5.125" tall (black & white option only)



20th Anniversary Emerald Gala Sponsorship Reply:

- Yes, I would like to support your event with a **Presenting Emerald Sponsorship** at **\$10,000.00**
- Yes, I would like to support your event with a **Jade Sponsorship** at **\$5,000.00**
- Yes, I would like to support your event with a **Tsavorite Garnet Sponsorship** at **\$2,500.00**
- Yes, I would like to support your event with a **Tourmaline Sponsorship** at **\$1,000.00**
- Yes, I would like to support your event with a **Peridot Sponsorship** at **\$500.00**
- Yes, I would like to support your event with the **Entertainment Sponsorship** at **\$4,000.00**
- Yes, I would like to support your event with a **Beverage Station Sponsorship** at **\$3,000.00**
- Yes, I would like to support your event with the **Decor Sponsorship** at **\$3,000.00**
- I am not interested in being a sponsor; please accept my donation of _____ to support the CAC.

Name: _____

Company/Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

The Children's Advocacy Center of Northeastern Pennsylvania, a child abuse intervention center, is a private, non-profit charitable organization [501(c)3].

Sponsorships are tax-deductible donations.

Federal ID number: 23-2972024 Tax ID: 75529985

Please complete this form and return via email or mail with your credit card information (completed below) - or – vial mail with your check made payable to CAC/NEPA to:

The Children's Advocacy Center of Northeastern Pennsylvania
1710 Mulberry Street, Scranton, PA 18510

Contact: Jess Farrell ✧ 570-969-7313 ✧ jessfarrell@cacnepa.org

Credit Card Payment

Name on Credit Card: _____

Credit Card Number: _____ 3 Digit Code: _____

Expiration Date: _____ Zip Code: _____

Sponsorship Deadline: August 31, 2018
Program Ad Submission Deadline: August 31, 2018