2019 CHARITY ADVENTURE
FEBRUARY 23, 2019
AT NGALA
#AVOWBALL
SPONSORSHIP PACKET & MEDIA GUIDE
$50,000 The NGALA
Provides 70 visits from specialized doctors, nurses, social workers, and chaplains for palliative care patients which are not reimbursable through Medicare, Medicaid, or personal insurance*
- Two (2) tables of eight (8) with premier seating
- Invited to NGALA kickoff
- Private tour and “Living-Art Animal Encounter” at NGALA with catered lunch for eight (8)
- Professional photo of group in a vintage Land Rover with Donovan Smith and a special animal guest
- Special recognition as an “Avow Patron” onscreen during event
- Logo or name on banner display in Avow’s Lyon Center for a year
- Website link and full-page advertisement

$35,000 The CHAMA (Host/Hostess)
Allows 25 children to attend Camp MendingHeart a weekend overnight camp for children dealing with loss*
- Two (2) tables of eight (8) with premier seating
- Invited to NGALA kickoff
- Group Art & Music Therapy Experience**
- Professional photo of group with Donovan Smith in the Vintage Land Rover with a special animal guest!
- Special recognition as an “Avow Patron” onscreen during event
- Name/Logo on “Experience” Banners for all events
- Logo or name on banner display in Avow’s Lyon Center for a year
- Website link and full-page advertisement

$20,000 Coulter the Giraffe
Provides 10 weeks of complimentary art and/or music therapy visits for four (4) children*
- One (1) table of eight (8)
- Invited to NGALA kickoff
- Group Art & Music Therapy Experience**
- Professional photo of group with Coulter the Giraffe
- Special recognition as an “Avow Patron” onscreen during event
- Logo or name on banner display in Avow’s Lyon Center for a year
- Website link and full-page advertisement

$12,500 Walter the Rhinoceros
Provides eight (8) group counseling sessions and family style dinners for 15 local families*
- One (1) table of eight (8)
- Invited to NGALA Kickoff
- Group Art & Music Therapy Experience**
- Professional photo of group with Walter the Rhinoceros
- Special recognition as an “Avow Patron” onscreen during event
- Logo or name on banner display in Avow’s Lyon Center for a year
- Website link and full-page advertisement

$7,500 Jethrow the Watusi
Provides a military blanket, American Flag, certificate of gratitude, pinning ceremony, and photo for six (6) hospice veterans and their families*
- One (1) table of eight (8)
- Group Art or Music Therapy Experience**
- Professional photo of group
- Logo or name on banner display at Avow
- Website link and half-page advertisement

$5,000 Ruger the Bobcat
Provides training and registration for four (4) PAWS certified dogs*
- One (1) table of eight (8)
- Invitation to PAWS Program Experience**
- Logo or name on banner display at Avow
- Website link and half-page advertisement

$2,500 Ranger
Provides four (4) in home music or massage therapy visits for hospice patients*
- Four (4) seats at a table
- Logo or name on banner display at Avow
- Website link and half-page advertisement

$500 Individual Ticket
- Includes reservation for one (1)

*Please note that ALL donations are considered unrestricted in order to best serve the needs of our patients.
**All experiences will be coordinated with the donor and Avow Foundation for a mutually agreeable time.
$20,000 Mtu wa Heshima (Person of Honor) Sponsor:
Name and logo at NGALA Kickoff and in prominent locations at event. Recognition as an “Avow Lead Charity Supporter” in the 2018 Avow Community Report.

$15,000 Kipepeo (Butterfly) Sponsor:
Name and logo incorporated into all centerpieces and recognition as a “Palliative Care Program Supporter” in 2018 Avow Community Report.

$15,000 Mpiga Picha (Photographer) Sponsor:
Logo on every photo print. Recognition as a “Veteran’s Program Supporter” in the 2018 Avow Community Report.

$10,000 Mwaliko (Invitation) Party Sponsor:
Name and logo on invitations, announcement cards, and on all published material. Recognition in the 2018 Avow Community Report.

$10,000 Kora Musician Sponsor:
Name and logo prominently displayed as a registration “Entertainment Sponsor.” Recognition as a “Children’s Services Supporter” in the 2018 Avow Community Report.

$5,000 Mvinyo (Wine) & Champagne Sponsor:
Name and logo on display at Avow and NGALA during event.

$5,000 Bia (Beer) Sponsor:
Name and logo on display at Avow and NGALA during event.

$5,000 Kutibu (Treat):
Name and logo on display at Avow and NGALA during event.

$5,000 Usafiri (Transportation) Sponsor:
Name and logo on display at Avow and NGALA during event.

$2,500 Sigara (Cigar) Roller:
Name and logo on display at Avow and NGALA during event.

PARTNER WITH US AND HELP CHANGE LIVES.
Tour our campus, view our expansion, hear our vision, be part of our future. Contact us about naming opportunities, memorializing a loved one or leaving a legacy. Our grief support programs, children's services program, and portions of our hospice and palliative care services are made possible thanks to generous contributions from individuals like you. Generosity brings comfort and care to thousands of people each year and inspires Avow to grow and enhance its spectrum of care.

Make donations online by going to AVOWCARES.ORG/AVOWBALL or contact Avow Foundation at register@avowcares.org or (239) 280-2285.
ADVERTISING SPECIFICATIONS & MATERIAL REQUIREMENTS

FULL PAGE AD DIMENSION

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1/2 PAGE AD DIMENSIONS

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Printing: Offset Press. Saddlestiched Bound
Magazine Trim Size: 5.5 x 8.5

PAGE BLEEDS: 1/8 inch on all sides for a total document size of 5.75 inches wide x 8.75 inches high.

LIVE/SAFE AREA: 1/2 inch inside of trim size on all sides of a bleed ad. Please do not place logos, legal disclaimers, or other critical information outside live area. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

DEADLINE FOR SPACE RESERVATION JANUARY 11, 2019
DEADLINE FOR CAMERA READY ADS JANUARY 25, 2019

GENERAL REQUIREMENTS
Ads or materials to create ads should be submitted as electronic media. Files 20 MB or smaller can be emailed. Files larger than 20 MB must be uploaded via FTP site sendthisfile.com to Angela.Manley@avowcares.org.

ACCEPTABLE FILE FORMATS
• Supply press-optimized PDF files saved at 300dpi and as CMYK, with all fonts embedded. Documents must be created 100% to size. Compressed files are not recommended.
• Also accepted are flattened TIFF or JPEG image files as CMYK.
• All color, including photos, must be process separation (4-color) CMYK.
• Camera-ready art is press-ready. This means that no adjustments or alterations to size, color, or copy are necessary. Mona Lisa Graphic Design is not responsible for any error in contents. Improperly prepared files may result in additional production charges. Please outline fonts when possible.

ACCEPTED MEDIA TRANSFER
• CD-ROM, email, or upload to FTP site sendthisfile.com
• CD-ROM: See Mailing and Shipping for instructions
• Email: Acceptable if file is under 20MB; send to foundation@avowcares.org

FTP: Please visit www.sendthisfile.com for instructions. You must follow your FTP posting with an email to Angela.Manley@avowcares.org and your ad representative (if applicable) to inform us that your material is on the site.

DISCLAIMERS/POLICIES
Avow reserves the right to place a border on any ad smaller than a full page. No floating ads smaller than a full page.
• We cannot guarantee legibility of reverse type below 6 points.
• Right to refuse materials if deemed objectionable.

CREATIVE SERVICES
Avow can provide professional and creative ad design assistance, layout, typesetting, and preparation of electronic files to display advertisers at a cost of $75 per hour in increments of 15 minutes.

MAILING & SHIPPING ARTWORK ONLY:
Avow Foundation
1095 Whippoorwill Lane • Naples, FL 34105
EMAIL: foundation@avowcares.org