



Vera Bradley

FOUNDATION FOR BREAST CANCER

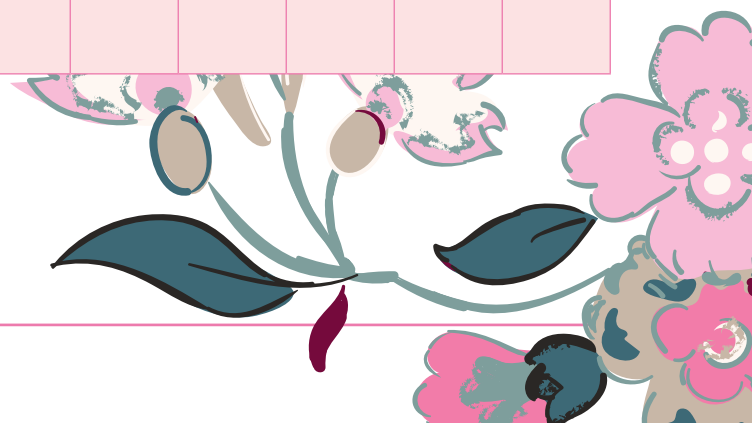
2024 Sponsor Checklist

Please see below for important dates to remember in order to maximize your benefits.

Refer to the 2024 Foundation Sponsorship Levels and Benefits sheet on the backside for more details.

2024 VERA BRADLEY FOUNDATION SPONSOR BENEFIT DATES TO REMEMBER	Crown Jewel \$75,000+	Pink Diamond \$50,000	Double Diamond \$25,000	Champagne Diamond \$15,000	Diamond \$10,000	Ruby \$5,000	Sapphire \$2,500
JULY 12 Select Customized Appreciation Benefits For questions contact Amelia McCardle at (260) 449-6056 or AMcArdle@verabradley.com	✿	✿	✿	✿	✿		
JULY 19 Submit Company Logo For instructions and specs on your company logo see the Sponsor Logo Requirements sheet.	✿	✿	✿	✿	✿		
JULY 19 Submit Tribute Ad for <i>Volume 31</i> of the <i>Friends of the Foundation Resource Book</i> For instructions and specs on your tribute ad see the Tribute Specifications and Requirements sheet.	✿	✿	✿	✿	✿	✿	✿
AUGUST 30 RSVP to <i>An Evening of Hope</i> Sponsorship includes an invitation to a Private Sponsor Reception , followed by a Foundation Celebration: <i>An Evening of Hope</i> at Fort Wayne Country Club on Sunday, September 15 • Invitation will include eligible number of tickets and information for guest RSVP.	✿	✿	✿	✿	✿	✿	✿

Visit verabradley.org/sponsorbenefits





2024 VERA BRADLEY FOUNDATION SPONSORSHIP LEVELS AND BENEFITS

	Crown Jewel \$75,000+	Pink Diamond \$50,000	Double Diamond \$25,000	Champagne Diamond \$15,000	Diamond \$10,000	Ruby \$5,000	Sapphire \$2,500	Pearl \$1,000
National Campaign Sponsor	🌸							
CUSTOMIZED BENEFITS Mix & Match Possibilities Include: <ul style="list-style-type: none"> • Exclusive shopping event at a Vera Bradley store with refreshments and a special discount • Classic sporting event participation • <i>Pink Experience</i> – A behind the scenes tour of Vera Bradley headquarters including a meet and greet with Patricia Miller or Barbara Bradley Baekgaard • Feature story of your “why” on our website and social media • A benefit tailored to your needs 	🌸 🌸 🌸 🌸	🌸 🌸 🌸 🌸	🌸 🌸 🌸	🌸 🌸	🌸			
	Vera Bradley product	🌸 🌸	🌸 🌸	🌸	🌸	🌸		
Logo featured on a digital billboard, prominently displayed in Fort Wayne, Indiana —over 350,000 impressions in 2023	2 Weeks	2 Weeks	2 Weeks	1 Week	1 Week			
Surprise and delight	🌸	🌸	🌸	🌸	🌸			
Tribute or listing in the <i>Friends of the Foundation Resource Book</i>	Spread	Spread	Full Page w/Bleed	Full Page	Full Page	Half Page	Quarter Page	Name Listing
Individual Facebook post highlighting your organization	🌸	🌸	🌸	🌸	🌸			
Name or logo featured on the Vera Bradley Foundation website	🌸	🌸	🌸	🌸	🌸			
Invitations to An Evening of Hope at Fort Wayne Country Club on Sunday, September 15: <ul style="list-style-type: none"> • Includes a Private Sponsor Reception, followed by a Foundation Celebration: An Evening of Hope 	24	24	16	12	8	4	2	
Name displayed at a Foundation event	🌸	🌸	🌸	🌸	🌸	🌸	🌸	🌸

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2024 Sponsorship Logo Requirements

For Diamond \$10,000 and above sponsors, your logos are needed to fulfill sponsor benefits.

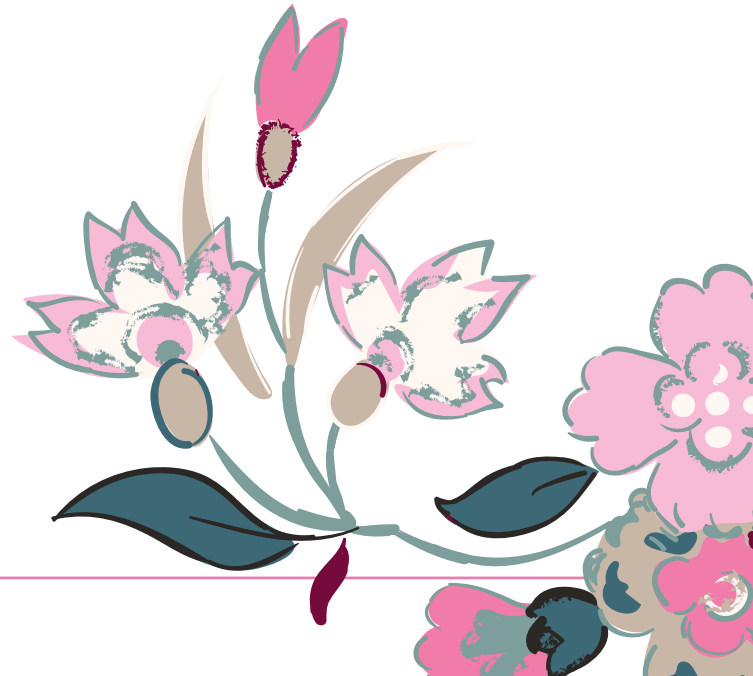
Logo Electronic File Requirements

- Logos should be sent as a separate file from your *Friends of the Foundation Resource Book* tribute
- Preferred logo format is vector EPS; Hi-res TIF and JPG files are also acceptable
- Send a color and black/white version of your logo (if possible)
- Resolution should be at least 300 dpi

Submission Deadline:
July 19, 2024

Logo submission and questions to:

Amelia McArdle
AMcArdle@verabradley.com
(260) 449-6056





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2024 Sponsorship

Tribute Specifications and Requirements

Your generous gift not only supports breast cancer research, but also provides a valuable promotional opportunity for your business. Tribute space in *Volume 31* of the *Friends of the Foundation Resource Book*, is provided at no additional cost. Thank you for supporting our life-changing cause!

Tribute Assistance

For sponsors without access to an advertising agency or in-house design team, we have basic design services available. Please contact Amelia McArdle for assistance **by June 28, 2024**.

Tribute Message and Placement

Your tribute should convey the unique brand and message of your company. If your tribute features a tailored message for the *Friends of the Foundation Resource Book*, it should reference the "Vera Bradley Foundation for Breast Cancer".

Use of Vera Bradley logos or images is prohibited.

Electronic File Requirements

- All tributes are full color
- Add 1/8 inch bleed on all sides for tributes with bleed
- Image resolution should be at least 300 dpi
- Electronic files from InDesign or hi-res PDFs are preferred
- Include fonts and linked hi-res images with layout files
- Tributes should be sent as a separate file from your logo

Submission Deadline:
July 19, 2024

Tribute submission and questions to:

Amelia McArdle
AMcArdle@verabradley.com
(260) 449-6056

JEWEL SPONSOR LEVEL and TRIBUTE SIZE

Please develop your tribute according to the following size specifications:

\$75,000+ Crown Jewel

Spread (2 full pages), with bleed
16" w x 10.5" h + .125" bleed

\$50,000 Pink Diamond

Spread (2 full pages), with bleed
16" w x 10.5" h + .125" bleed

\$25,000 Double Diamond

Full page, with bleed
8" w x 10.5" h + .125" bleed

\$15,000 Champagne Diamond

Full page, no bleed
7.5" w x 10" h

\$10,000 Diamond

Full page, no bleed
7.5" w x 10" h

\$5,000 Ruby

1/2 page, no bleed
7.5" w x 4.875" h

\$2,500 Sapphire

1/4 page, no bleed
3.625" w x 4.875" h

