



# Vera Bradley

FOUNDATION FOR BREAST CANCER

## 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

