



## Vivanista Media Sponsorship

*Vivanista* offers a unique opportunity for individuals, organizations, and communities to promote their charity events to a broad philanthropic and affluent audience. *VivaEvent* Media Sponsorship is designed to help manage, promote and sell-out charity events so as to bring more funding and awareness to nonprofits.

If you are interested in *Vivanista* being a Media Sponsor for your next event, please submit your request as per the attached and we will give it thorough and careful consideration.

Thank You,

TeamViva

*"Improving the world one philanthropist at a time".*



# About Vivanista

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**Vivanista is the go-to community for philanthropic living and giving.**

The *Vivanista* woman enjoys the philanthropic lifestyle and our editorial staff, along with our members, contribute pithy, unique articles in topics ranging from fashion to entertaining to dating.

*Vivanista* has developed the first-ever repository of best practices in fundraising as well as a robust library of essential tools and templates to elevate the success of charitable events. As a result, more money is generated for nonprofit organizations and greater good is contributed to society.

- *Vivanista* reaches an affluent market of philanthropically-minded women
- *Vivanista* incites members to share fundraising best practices
- *Vivanista* provides the easy-to-use tools for event promotion
- *Vivanista* provides the opportunities for organizations and individuals to leverage their volunteer experience into future endeavors

## **VivaEvent**

*Vivanista* moves on-line event promotion to a new level. *VivaEvent* provides a compelling way to tell your story to a community predisposed to attending charitable events so you can maximize your exposure with the right audience. How?

- **Calendar:** *Vivanista* offers simple steps to list your event to both a regional and national audience
- **Profile:** *Vivanista* gives readers a behind-the-scenes look at who's the event Chair and what makes them tick.
- **Background:** Let readers absorb the ultimate beneficiary(ies) of the fundraiser. When prospective donors can make a direct connection with how their money is making an impact, they are more inclined to get involved.
- **Photo Essay:** A picture tells a thousand words and *Vivanista* invites you to post slide shows that help build awareness. And we all love to look at photos! You can showcase Patron & Launch parties, committee members or even previous year's events.
- **Tickets:** Grab your audience when they're engaged. If you so choose, with the click of a button viewers can purchase tickets or make a donation.

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*"It's easy to make a buck. It's a lot tougher to make a difference." - Tom Brokaw*



# VivaEvent Media Sponsorship

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Vivanista gives organizations the platform to increase awareness for their events to build event awareness and boost ticket sales.

## What Vivanista Provides:

Vivanista Media Sponsorship allows organizations to take advantage of a full suite of promotional components.

- 1) Calendar listing in our online national events calendar
- 2) Profile of chair/s in weekly Tales from the Chair column
- 3) Background of the host/organization
- 4) About the cause/beneficiary
- 5) History of the event
- 6) Highlight event video (YouTube)
- 7) Post event photo publication on website
- 8) Event reflection interview (Podcast, Video and or Q&A).
- 9) Link promotion through social media outlets, Twitter and Facebook.
- 10) Ticket sales.

\*Possibility of event announcement via e-mail to our list of members.

Vivanista also provides a robust library of essential tools and fundraising templates such as field tested solicitation letters and silent/live auction package ideas. Additionally, members have access to other event success stories and expert advice.

## What does the sponsoring Partner provides:

- Inclusion of Vivanista logo in all print advertising, collateral materials, as well as press communications (if applicable)
- Presence on requesting organization's website with a link to the Vivanista homepage, [www.vivanista.com](http://www.vivanista.com)
- Mention of partnership through appropriate media promotion, i.e. Twitter, Facebook, Newsletters, etc.
- Post event photos within 3-5 days of the events occurrence



# Sponsorship Options

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## Complementary

(Value: \$5,000)

### Includes:

- Calendar listing
- Profile
- Post photos & videos

## Bundle

Price: \$1,000

(Value: \$15,000)

### Includes:

- All items in Complementary package
- Access to VivaSwap gallery of gowns (refundable deposit required)
- Promoted in newsletter
- Feature Events on Events homepage
- Ticket sales booth:
  - \$1/ticket up to \$100/ticket (plus CC fees imposed)
  - 1% of ticket sales over \$100 (plus CC fees)
- Event support
  - No-charge participation in exclusive Fundamentals in Fundraising seminar
  - One-time critique of event plan
  - Advisory Council available to answer questions

## Options

Access to Vivanista partner event services.

- Event Planner
- Photographer

*\*Please contact us at [teamviva@vivanista.com](mailto:teamviva@vivanista.com) if you are interested in partnering with Vivanista*