VIP Reception
September 30, 2021
Diamond Club at Citizen’s Bank Park,
Home of the Philadelphia Phillies

November 4, 2021
Eluna Anniversary National Celebration
Hosted Virtually

Event dates and times are subject to change.
Commemorating 20 Years of Service

Thank you all for the impactful community support that has fueled our programs over the last two decades allowing us to serve over 42,000 campers, 230,000 visitors to the Eluna Resource Center, and 750 families with direct personalized support. We could not have done it without you!

This past year has been undoubtedly challenging, but we were honored to come together with many of you from across the country through our Community Conversations focused on grief and addiction support. We were also pleased to be able to offer online activities, camps and limited in-person day programming to keep our campers and families connected and are looking forward to the return of overnight camps this summer!

As we continue to address the growing need for mental health support in person and online, we invite you to join our efforts in celebration of our 20th year honoring all those amazing individuals and organizations who help make it happen. We hope you will join us for our fun and impactful 20th anniversary celebrations as we embark upon our next 20 years of serving children and families.

Thank you and we look forward to celebrating with you in the fall!

With gratitude,

Mary K. FitzGerald
Chief Executive Officer
New York Life, including its foundation, has been a long-term partner of Eluna and its Camp Erin network. New York Life’s funding, collaboration on various initiatives, and people power through its corps of volunteers across the country have helped to elevate the national conversation about childhood bereavement and enable Eluna to reach youth and families in more communities.

In 2008, Camp Erin had only eight camps—but, with the support of New York Life, it has expanded to 34 camps, which has resulted in serving more than 32,000 bereaved children and teenagers, and their families, as of 2020.

Even during this past tumultuous year, New York Life provided critical funding that allowed campers to remain connected and receive continued support through virtual programs, “camps-in-a-box,” and care packages.

The New York Life Foundation and Eluna work collectively to create special camps and programs in response to communities that have experienced grief-related tragedies, including Parkland and Newtown.

In addition to camps, the New York Life Foundation’s continued support of Eluna’s state-by-state resource directory, standards of practice, and the Emmy-winning documentary series One Last Hug helps to ensure that grieving families across the country are able to find the support they need in their local community.

New York Life also supports Eluna through people power. Through New York Life’s Volunteers for Good network, thousands of New York Life employees and agents have donated their time, talent, and finances to help foster environments where campers can explore their grief, learn essential coping skills, and make friends with peers who are also grieving. New York Life, its foundation, and its workforce are champions for children.

The award will be accepted on behalf of New York Life by Ted Mathas, New York Life’s Chairman and Chief Executive Officer.
Community Partner Award:  
Don DiJulia and Saint Joseph’s University

A two-sport athlete as an undergraduate in baseball and basketball, Don DiJulia’s career began in coaching, with a one-year stint as assistant baseball coach at SJU in 1968. Now one of the most respected administrators in college athletics, DiJulia closed out his storied SJU career at the end of the 2017-18 academic year. Following his retirement from his role as Athletic Director, it was announced that DiJulia will assume the role of Special Assistant to the President, serving primarily as an advisor and representative of the university and of the President on campus, to alumni and with our many external constituents. DiJulia’s affiliation with SJU spans six decades, form his time as a student to the present.

DiJulia was honored at the 2009 NACDA Convention with the Gary Cunningham Lifetime Achievement Award presented by the Division I-AAA Athletics Directors Association (DI-AAA ADA). In 2005, he was chosen as the Northeast Regional Division I-AAA Athletic Director of the Year. DiJulia was inducted into the Saint Joseph’s Athletic Hall of Fame in 2018, as well as the Big 5 Hall of Fame and the ECAC Hall of Fame.

At a time when almost half of Americans’ lives have been affected by addiction, Saint Joseph’s University formed the Center for Addiction and Recovery Education (CARE) in 2019 to address one of the nation’s most pressing issues and confront the stigma of substance use disorder through a strategic four-part mission: educate healthcare providers and the community, conduct interdisciplinary research on addiction issues, advocate for effective public policy, and activate community engagement. In 2021, Saint Joseph’s University continued announced an on-campus residential community for students in recovery from substance use disorder. The residence is the first-of-its-kind in the Philadelphia region, as it will be staffed and supported by University personnel with deep expertise in collegiate recovery.
Eluna Resiliency Award: Holly Hartman, RN

Through support of Holly and the Peter DeGeorge Foundation, Eluna has launched a Suicide Prevention committee of Camp Erin partners to provide enhanced support and is hosting a series of Community Conversations on grief and suicide support for parents, guardians, and professionals in 2021. This support has also provided funding for the launch of Eluna Cares – a specialized care package program for youth impacted by grief or addiction.

Ms. Hartman, a tireless suicide awareness and support advocate, has over 27 years’ experience in nursing, 15 years’ experience in behavioral health risk management and over 15 years in Nursing Leadership of Psychiatric Acute Care. She has a Zero Suicide Certificate and the Columbia Suicide Severity Training Certificate, among a number of other impressive accolades. She was awarded the Indiana State Suicide Education award in 2019 and has trained thousands of people in the Columbia Suicide Severity Rating Scale.

Ms. Hartman was instrumental in securing support from the Peter DeGeorge Foundation to enhance Eluna’s care of those impacted by a suicide death. Through this critical initiative, Eluna has launched a Suicide Prevention committee of Eluna’s Camp Erin Network Partners and is hosting a series of Community Conversations on grief and suicide support for parents, guardians, and bereavement professionals. Holly’s advocacy has also been instrumental in launching Eluna Cares – a specialized care package program for youth impacted by grief or addiction as well as serving as a founding partner for Eluna’s Scholarship Initiative for Camp Erin alumni.
Eluna’s Champion for Children Award is presented to a public figure who has demonstrated fierce advocacy in the areas of grief or addiction. Prior honorees have worked to foster education and community support to talk about their own grief journey or how their life has been impacted by substance use disorder. They have amplified the voices of individuals who have faced similar challenges, helping to destigmatize conversations around grief or the disease of addiction and bring comfort and connection to families who have been impacted by these very issues.

Past Champion for Children Award winners have served as role models to the children and teens served by Eluna, as well as the greater community. The work accomplished by this individual reflects the mission and goals of Eluna — that together no child grieves alone and we break the intergenerational cycle of addiction.

**Previous Champion for Children Award Winners:**

- **Jon Dorenbos**
  Former Philadelphia Eagles Player

- **Digger Phelps**
  Retired Basketball Coach, Notre Dame

- **Dr. Gary Gilliland**
  President & Director, Fred Hutchinson Cancer Research Center
Join us online or at our limited in-person VIP reception or virtual event as we celebrate Eluna’s 20th anniversary and honor community members who help to provide comfort and hope to children and families impacted by grief or addiction. Both events will feature award presentations, presentations by Eluna campers, and moments of connection to Eluna’s mission.

### Champions for Children Sponsorship Opportunities

**Luminary | $50,000**

- Invitation to in-person VIP reception*
- 20 unique logins to national event, hosted virtually
- 60 second video recognition during in-person VIP reception and livestreamed event
- Recognition as premier sponsor in all on-site and promotional collateral
- Full-page inside cover message in program journal
- Promotion on Eluna’s social media platforms
- Acknowledgement of support in post-event local media pitches
- Dinner box or delivery gift card sent for livestreamed event viewing
- Feature article in Eluna’s newsletter to database of 21,000
- Brand recognition on Eluna’s social media banners
- Logo included in electronic invitation*
- Social media outreach to Eluna’s network of 29,000
- Opportunity to provide company-branded gift or giftbag to in-person VIP event guests
- Professional photos provided post-event

**Trail Blazer | $25,000**

- Invitation to in-person VIP reception*
- 10 unique logins to national event, hosted virtually
- 30 second video recognition during in-person VIP reception and livestreamed event
- Gold full-page message in program journal
- Acknowledgement of support in post-event local media pitches
- Feature article in Eluna’s newsletter to database of 21,000
- Dinner box or delivery gift card sent for livestreamed event viewing
- Brand recognition on Eluna’s social media banners
- Logo included in electronic invitation*
- Social media outreach to Eluna’s network of 29,000
- Opportunity to provide company-branded gift or giftbag to in-person VIP event guests
- Professional photos provided post-event
Champions for Children Sponsorship Opportunities
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**Constellation | $10,000**
- 8 unique logins to national event, hosted virtually
- Silver full-page message in program journal
- Invitation to in-person VIP reception*
- Logo included in electronic invitation*
- Social media outreach to Eluna’s network of 29,000
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event

**Moonlight | $5,000**
- 6 unique logins to national event, hosted virtually
- Bronze full-page message in program journal
- Full-page message in program journal
- Invitation to in-person VIP reception*
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event

**Shooting Star | $2,500**
- 4 unique logins to national event, hosted virtually
- Half-page message in program journal
- Invitation to in-person VIP reception*
- Sponsor level recognition in all promotional collateral

*Number of seats is limited.

For more information on the event or questions regarding sponsorships, please contact Darren Port at Darren@poweredbyprofessionals.com.
Printed & Digital Program Journal Opportunities

All ads will be displayed on screens throughout the Diamond Club during the VIP Reception on September 30th and included in the digital event program accompanying the virtual Eluna Anniversary National Celebration on November 4th.

Should you wish to recognize Eluna in any published pages, please note the correct description of Eluna should be “Eluna” as opposed to “The Eluna Network” or any variation of it.

Please email your high-resolution copy in a 300 dpi JPG file to Meghan Gary at meghangary@elunanetwork.org.

Ads that incorporate Eluna and/or the Honoree(s) are fully tax-deductible. Program journal listings that are purely for advertising purposes may also be eligible for a partial tax-deduction depending on the value of the ad space. Contact Eluna for more information.
Video Advertisement Opportunities

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All video ads will be played during transition periods of the Eluna Anniversary National Celebration on November 4th and included in any recordings of the event. If subtitles are included, videos may also be able to be displayed on rotating digital ad screens at the September 30 VIP Reception at Citizen’s Bank Park.

Video ads can also be purchased and donated to sponsor an Eluna camper or family story to be played during the event. Contact Eluna for more information on this opportunity.

Please contact Meghan Gary at meghangary@elunanetwork.org for guidelines on video file format and how to submit final copy.

Ads that incorporate Eluna and/or the Honoree(s) are fully tax-deductible. Program journal listings that are purely for advertising purposes may also be eligible for a partial tax-deduction depending on the value of the ad space. Contact Eluna for more information.

Interested in supporting our 2021 Champions for Children Celebration? Darren Port at Darren@poweredbyprofessionals.com.