2020 - 2021
Eluna Event Guide

Fall 2020 Community Conversations
Livestreamed Events

Thursday, October 8, 2020
Thursday, November 12, 2020

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

We had big plans this fall to come together and celebrate our 20th year of supporting children and families impacted by grief or addiction, but with so many crises occurring locally and globally, our attention these past few months turned towards focusing on how we can best serve others in 2020. As we have learned from the best, our children, comfort hope and healing are what matters most, so we made the decision to move our 2020 Champions for Children event to April 9, 2021.

We continue to be grateful for the impactful community support we have received over the past 20 years and are looking forward to the day it is safe to gather again in person and properly honor this important milestone, as well as those who helped make it happen. For now, we hope you can join us this fall for our 2020 Community Conversation Series which will be live streamed and feature Eluna family members and expert panelists on how each of us can support children impacted by addiction in their families and provide comfort to those who are grieving the death of a loved one.

Over the course of two decades, we have been honored to partake in so many stories of hope and healing. Today, we have served over 40,000 campers, 138,000 visitors to the Eluna Resource Center, and have provided personalized resources to over 600 families.

Thank you for your continued support and reminding our children and families that they are not alone.

With gratitude,

Mary K. FitzGerald
Chief Executive Officer
Join us this fall for Eluna’s 2020 Community Conversations, a series of free, livestreamed events focused on how community members can support kids impacted by grief or addiction.

Thursday, October 8, 2020
Topic: What’s It Like Growing Up with Addiction at Home?

Join us to learn more about how you can understand and support kids and families impacted by a loved one’s substance use disorder and prevent kids from developing an addiction of their own. This community dialogue will feature panelists honestly sharing what daily life is like living with someone struggling with substance use disorder, being separated from family members because of addiction, what risk factors are involved, and how important relationships and community response can be to provide support. Through this discussion, attendees will learn to recognize when kids may be in distress, how they can help foster coping skills, and what they can do to help break the cycle so kids can be kids.

Moderated by Kavitha Cardoza
Kavitha Cardoza is an award winning broadcast reporter whose work has seen tremendous impact. She is especially passionate about telling the stories of vulnerable populations- “the last, the least and the littlest.”

She has hosted “Breaking Ground with Kavitha Cardoza,” a documentary series on education that aired on more than 150 public radio stations. Her work has been seen, heard and read by millions on outlets including Morning Edition and All Things Considered on NPR, PBS NewsHour, BBC World News, Washington Post, and The Atlantic.

She is a frequent guest and moderator at national events, discussing education, poverty and children. During her time as a public media reporter, she had participated in reporting initiatives with NPR as well as member station “two-ways,” fundraising and community events.

Read Kavitha’s October 2019 NPR coverage of Camp Mariposa.
Thursday, November 12, 2020
Topic: Let’s Get Real About Grief

This community dialogue will focus on the unique ways we grieve as individuals and communities, and how we can all be more comfortable with grief and support those grieving. Whether losing a spouse in Iraq, a parent to cancer or a friend to COVID-19, your grief journey is unique and should be processed in its own time and way. Panelists for this livestream event will discuss how children and adults grieve differently, how to support people grieving, how to reach out for help when you need it, and how bereavement affects us in our daily lives.

Moderated by Laura Ling
Laura Ling is an award winning journalist and author. She has hosted the podcast Everyday Bravery, the Discovery mini-documentary series, The Power of Kindness, and two documentary series airing on the E! Network: E! Investigates and Society X with Laura Ling. As the Director of Development for Discovery Digital Networks, she oversaw the creation and production of original web series, which have garnered tens of millions of views online. Ling served as Vice President of Current TV’s journalism department and created Vanguard, the network’s weekly investigative documentary series.

In March 2009, while reporting on the trafficking of North Korean women, Ling and her colleague Euna Lee were detained by North Korean soldiers along the China-North Korea border. The two journalists were arrested and held captive in North Korea for 140 days before being granted a special pardon and returning to the United States. She documented her experience in the 2010 memoir, Somewhere Inside: One Sister’s Captivity in North Korea and the Other’s Fight to Bring Her Home, that she penned with her sister, Lisa.

As a correspondent for SoCal Connected, the hard-hitting news magazine series airing on KCET, Ling’s work was recognized with both an Emmy and a national Edward R. Murrow award. Ling has served as a producer for Channel One News and co-created Breaking it Down, a documentary series on MTV that aired between 1999 and 2001. Her work has also appeared on ABC’s Nightline, NBC, and PBS. She has written editorials for the Los Angeles Times and CNN.com.
Community Conversations Sponsorship Opportunities

**Presenting | $10,000**
- Inclusion of sponsor video in presentation*
- Keynote speaking opportunity
- Recognition in primary email blast to database of 21,000
- Sponsor-planned breakout session
- Sponsored article/blog promoted to Eluna database

*must be provided by sponsor

**Gold | $5,000**
- Recognition in primary email blast to database of 21,000
- Recognition in post-event communications
- Private virtual networking opportunity with moderator and panelists
- Social media outreach to Eluna’s network of 29,000
- Branding on registration pages
- Logo recognition

**Silver | $2,500**
- Private virtual networking opportunity with moderator and panelists
- Social media outreach to Eluna’s network of 29,000
- Branding on registration pages
- Logo recognition

**Bronze | $1,000**
- Social media outreach to Eluna’s network of 29,000
- Branding on registration pages
- Logo recognition

**Community | $500**
- Social media outreach to Eluna’s network of 29,000
- Logo recognition

*Sponsorship assets may be subject to availability and deadlines.*
Champions for Children is Eluna’s signature, annual fundraising event. Guests will have the chance to meet and mingle with business and community leaders, participate in a live and silent auctions, hear compelling stories from honorees, and share in the transformative power of Eluna’s mission. We so look forward to the time we can gather together again!

Champions for Children Sponsorship Opportunities

**Luminary | $50,000**

- Gold full-page message in program journal
- Two tables of ten with premier seating
- Access to VIP reception
- Recognition as premier sponsor in all on-site and promotional collateral
- Promotion of on Eluna’s social media platforms
- VIP camp experience*
- Company exhibit space at event
- Advertisement with sponsor logo and details in local media publication*
- 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 guests
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event
- Logo recognition

**Trail Blazer | $25,000**

- Silver full-page message in program journal
- Table of ten with premier seating
- Access to VIP reception
- Advertisement with sponsor logo and details in local media publication*
- 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 guests
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event
- Logo recognition
Champions for Children Sponsorship Opportunities

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**Constellation | $10,000**

- Bronze full-page message in program journal
- Ten seats at dinner program
- Access passes to 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
- Logo recognition

**Moonlight | $5,000**

- Full-page message in program journal
- Ten seats at dinner program
- Access passes to VIP reception
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event
- Logo recognition

**Shooting Star | $2,500**

- Half-page message in program journal
- Package includes four seats at dinner program
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event
- Logo recognition

*Sponsorship assets may be subject to availability and deadlines.

For more information on the event or questions regarding sponsorships, please contact Rachel Amato at rachelamato@elunanetwork.org or (609) 458-9941.
## Program Journal Opportunities

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*Exclusive opportunity. Only one available.

All ads will be displayed digitally during the program and appear in the event programs. 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.

Interested in supporting our virtual events or 2021 Champions for Children Celebration? Contact Rachel Amato at rachelamato@elunanetwork.org or (609) 458-9941.