

eluna

10th **CHAMPIONS**
FOR *Children*



Friday, April 5, 2024

POMME

Radnor, Pennsylvania

5:00 – 8:00 PM

TOGETHER WE RISE

It is an honor to invite you to join our 10th Champions for Children to celebrate not only our special honorees, but all the wonderful people who generously give of themselves in support of the children, teens and families we serve.

We are excited to launch the spring version of our annual fundraiser and come together before we start the busy summer season of our year-round camps. This year we will be hosting our event in a natural setting at Pomme in Radnor just outside Philadelphia on a fun Friday evening on April 5th.

The event is truly a celebration of the power of community and a means to share how grateful we are for the support of business leaders, volunteers, community partners and families that are vital to our mission and vision to uplift kids and families impacted by grief or addiction through a supportive community, fostering of interpersonal connections, and a continuum of resources to break the cycle of addiction and isolation of grief. Together we rise.

Thank you for your consideration of support so we can continue our free programming. We look forward to celebrating with you this coming April!

With gratitude,

Mary

Mary K. FitzGerald
Chief Executive Officer

eluna



About Eluna

Eluna is a public, 501(c)(3) non-profit with a mission to support children and families impacted by grief or addiction. Founded in 2000 in Seattle by former MLB pitcher Jamie Moyer and child advocate Karen Phelps Moyer, Eluna was originally called The Moyer Foundation. Eluna's programs and services provide community-building camps, interpersonal connections, and a continuum of support at no cost to hundreds of thousands of people in locations across North America.

Camp Erin®

Camp Erin is the largest national bereavement program for children and families ages 6-17 who are grieving the death of a significant person in their lives. Camp Erin supports children, teens, and families through in-person and overnight sessions and online programs, all at no cost. Through a network of partnerships with grief centers, hospices, and hospitals in local communities, Camp Erin brings hope and healing to thousands of children and families each year.

Camp Mariposa®

Camp Mariposa is a year-round addiction prevention and mentoring program for youth ages 9 to 17 who have been impacted by the substance use disorder of a family member. Youth attend transformational weekend camps and participate in fun traditional camp experiences combined with educational and support sessions. Camp Mariposa provides a safe, fun and supportive environment that is critical to breaking the cycle of addiction and is offered in partnership with youth-focused organizations in communities across the country.

The Eluna Resource Center | elunanetwork.org/resources

The Eluna Resource Center offers confidential, personalized support in English and Spanish as well as a comprehensive online library of resources and referrals for children and families impacted by addiction, grief and related complex challenges. On a mission to educate, destigmatize, and equip our community with resources and tools that promote understanding the impact of grief and addiction, the Eluna Resource Center offers Community Conversations, Eluna Cares, and Personalized Support for all who seek it.

Team Jesse

Team Jesse officially joined the Eluna network in 2020 to extend outreach to military families dealing with the grief of losing a loved one and to those experiencing the loss felt when a family member is impacted by the disease of addiction. A partner of Eluna since 2012, Team Jesse was created to honor the legacy of SSG Jesse Williams who died on April 8, 2007 in, Iraq, leaving behind a young daughter, Amaya.

Honorary Celebration Hosts

Espy and David Neu
Debbie and Charles O'Donnell
Judith von Seldeneck



Eluna Benefit Committee

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Casey Kehoe, Co-Chair
Revolution Recovery

Kathie Carr, Commercial Real Estate Consultant

Alexa Colletti, Bittenbender Construction

Don DiJulia, St. Joseph's University

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Courtney Loftus, NY Langone Medical Center

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Bert Lundh (1927-2019)

Eluna Board Emeritus

2024 CORPORATE LEADERSHIP HONOREE



Emily L. Bittenbender

Owner & Managing Partner, Bittenbender Construction LP

Emily L. Bittenbender is the owner and managing partner of Bittenbender Construction, LP - a 100% Women-Owned and Operated General Contractor and Construction Management Firm.

Bittenbender Construction is currently celebrating its 20th year in business. Since 2003, the Company has tripled in size, and become one of the fastest growing and most diverse leaders in the industry. The firm was recently ranked #3 on the “The List” for Women-Owned Businesses by the Philadelphia Business Journal – based on Company Revenue in 2022 and #27 on the “The List” for Philadelphia General Contractors, based on 2022 Billings.

Emily currently sits on the following boards: The Greater Philadelphia Chamber of Commerce Executive Committee, The Greater Philadelphia Chamber of Commerce’s Paradigm Award Committee, the General Builders Contractor’s Association Board of Director’s Executive Committee, The GBCA Diversity Committee, M&T Bank Director’s Advisory Council, and the PIDC Executive Board.

2024 COMMUNITY PARTNER HONOREE



Gregory E. Deavens

President & Chief Executive Officer

Independence Health Group

Gregory E. Deavens is president and chief executive officer of Independence Health Group, a national company headquartered in Philadelphia and the parent company of Independence Blue Cross.

Under his leadership, Independence is advancing equitable, whole-person health, which includes integrating physical and behavioral health care and reducing racial and economic health disparities. To drive innovation in care delivery, Independence is increasing value-based agreements with providers that pay for favorable health outcomes rather than volume and is expanding the use of technology to improve health outcomes. The organization also has focused on partnerships dedicated to reducing the cost of medications for the benefit of members and employer customers.

Mr. Deavens has been named to Modern Healthcare's 100 Most Influential People in Healthcare and Savoy magazine's Most Influential Black Executives in Corporate America, among other honors. He serves on the boards of several local and national health, arts, civic, and professional organizations.

2024 CHAMPION FOR CHILDREN HONOREE



Mariel Hemingway

Activist, Author, Educator and Speaker

Mariel Hemingway is considered an expert in health—both mental and physical — and is a longtime advocate of personal power, life balance, authenticity, joy and finding peace of mind through a devoted practice of healthy living. She’s both a committed teacher and student in this holistic concentration. In 2014 Mariel co-executive produced the Emmy-nominated *Running From Crazy*, a rich and evocative documentary about the Hemingway family, collaboration with Oprah Winfrey. The film premiered at the Sundance Film Festival and documents her boundless advocacy for mental health awareness, the dignity and rights of people of all circumstance and ability, and her commitment to connecting those of like mind and heart in order to optimize their lives in the best and worst of times.

Mariel is a regular keynote speaker at conferences, conventions, and on academic panels where those of like mind and heart gather to educate, engage, entertain, and to enrich each other’s experiences. She has taken her focus on mental health into the world of radio with her podcast “Out Comes the Sun.” Her most recent foray into the world of digital radio provided an opportunity for her to co-create Expansion Channel on DASH radio. She is an educator for NABA as well as One Commune. Recent health, wellness, inspirational and advocacy profiles include those in USA Today, LA Times, The Chicago Tribune, The Times of London, The Today & Dr. Oz shows, Huffington Post/AOL video sites, Vanity Fair, the New York Times, Interview, People, and USA Today Best of Magazines. In 2014, Mariel was the focus of a one-hour interview about her books with Oprah Winfrey’s on OWN’s premiere show, Super Soul Sunday.

Sponsorship Opportunities

Luminary | \$50,000

- Twenty event tickets
- Ten invitations to CFC 2025 Preview Reception (Fall 2024)
- Recognition as premier sponsor in all on-site and promotional collateral
- Full-page premier position message in digital program
- Acknowledgement of support in post-event local media pitches
- Opportunity to provide company-branded gift or gift bag to guests
- Feature article in Eluna's newsletter to database of 23,000+
- Promotion on Eluna's social media platforms and network of 30,000+
- Brand recognition on Eluna's social media banners
- Professional photos provided post-event
- Logo included in electronic invitation*

Presenting | \$25,000

- Ten event tickets
- Five invitations to CFC 2025 Preview Reception (Fall 2024)
- Special recognition throughout event as Presenting Sponsor
- Presenting sponsor full-page message in digital program
- Acknowledgement of support in post-event local media pitches
- Feature article in Eluna's newsletter to database of 23,000+
- Social media outreach to Eluna's network of 30,000+
- Brand recognition on Eluna's social media banners
- Opportunity to provide company-branded gift or gift bag to guests
- Professional photos provided post-event
- Logo included in electronic invitation*

Platinum | \$10,000

- Ten event tickets
- Five invitations to CFC 2025 Preview Reception (Fall 2024)
- Platinum full-page message in printed journal
- Social media outreach to Eluna's network of 23,000+
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event
- Logo included in electronic invitation*



Sponsorship Opportunities

Gold | \$5,000

- Six event tickets
- Gold full-page message in program journal
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event

Silver | \$2,500

- Four event tickets
- Half-page message in program journal
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event

Bronze | \$1,000

- Two event tickets
- Quarter-page message in program journal
- Sponsor level recognition in all promotional collateral
- Professional photos provided post-event

*Sponsorship assets may be subject to availability and deadlines.

Individual Tickets | \$250

For more information regarding this event or sponsorships, visit our [2024 Sponsorship page](#) or contact Joey Tabasco at JoeyTabasco@elunanetwork.org.



Printed & Digital Program Journal Opportunities

All ads will be displayed on digital screens throughout the event and in our Champions for Children printed program journal.

Centerfold*

Print Area: 11.5" x 8.5
No Bleed: 5.5" x 8.5"
With Bleed: 5.75" x 8.75"
\$5,000

Inside Back Cover*

Print Area: 5.5" x 8.5 No
Bleed: 5.5" x 8.5" With
Bleed: 5.75" x 8.75"
\$3,000

Full Page

Print Area: 5.5" x 8.5 No
Bleed: 5.5" x 8.5" With
Bleed: 5.75" x 8.75"
\$1,000

Outside Back Cover*

Print Area: 5.5" x 8.5 No
Bleed: 5.5" x 8.5" With
Bleed: 5.75" x 8.75"
\$3,500

Platinum Page

EXCLUSIVE PLACEMENT
Print Area: 5.5" x 8.5 No
Bleed: 5.5" x 8.5" With
Bleed: 5.75" x 8.75"
\$2,500

Half Page

Print Area: 5.5" x 4.25
No Bleed: 5.25" x 4"
With Bleed: 5.75" x
4.5 **\$500**

Inside Front Cover*

Print Area: 5.5" x 8.5 No
Bleed: 5.5" x 8.5" With
Bleed: 5.75" x 8.75"
\$3,000

Gold Page

PREMIERE PLACEMENT
Print Area: 5.5" x 8.5 No
Bleed: 5.5" x 8.5" With
Bleed: 5.75" x 8.75"
\$2,000

Quarter Page

Print Area: 2.75" x
4.25 No Bleed: 2.5" x
4" With Bleed: 3" x 4.5
\$250

*Exclusive opportunity. Only one available.

Please email your high-resolution copy in a 300 dpi JPG file to Joey Tabasco at joeytabasco@elunanetwork.org.

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. 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.

Please visit [this page](#) to purchase tickets or for sponsorship opportunities.