



Virginia Beach
COMMUNITY DEVELOPMENT CORPORATION

OUTREACH & EDUCATION

SPONSORSHIP
OPPORTUNITIES



Second Act
Communities



With the support of corporate partners that share a vision for community development and revitalization, our work can go even further.

This year, we are offering several very special opportunities for corporations to invest in the work of both Virginia Beach Development Corporation and Second Act Communities.

We will make great impact on the lives of our neighbors through the education and outreach events that we have planned for this year. They range from sparking a national conversation with the "One Book. One Nation." to celebrating the new school year in Hampton Roads with a Back-to-School "Prep Rally" for students and parents.

Become an Outreach and Education sponsor. Your generosity will support all of the programs and events presented throughout the year. An investment in our sponsorship opportunities allows you to be showcased in a way that lets your stakeholders know you are committed to improving communities and lives.

I look forward to being able to highlight your continued participation and support of our work..

Thank you for all that you do every day, for so many!

Addie Wright Thomason, *President and CEO*



OUTREACH & EDUCATION EVENTS

All of the events listed (with the exception of the Virginia Beach Community Development Corporation Joint Corporate Board Meeting and Luncheon), are promoted heavily to families in struggling communities, although the general public is always welcome to attend.



Held bi-monthly.

The purpose of the series is to provide adults with “resources for life” through speakers who educate, engage and encourage participants to successfully navigate life’s journey. The series explores personal finances, bridging the generational gap, parenting, how to “start over” after a set-back, living clutter free, job interview preparation, etc. The series is open to the public.



Held quarterly.

The Racial Equity Circle gatherings provide a safe space for participants to explore how the lack of racial equity impacts all of our lives and how they can increase equity in the context of business, education, government and community development. This group is open to the public.



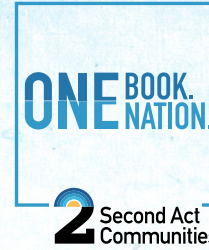
Annual event held in April.

This year’s inaugural VBCDC and Second Act Communities Joint Board Meeting and Luncheon, entitled “Can You Imagine” will feature Mayor William Sessoms as the luncheon keynote speaker and will take place at Tidewater Community College. 70 special guests (corporate and government champions) are invited to attend as the States of the Corporations are presented. A special component of this year’s luncheon will be to recognize and highlight the Outreach and Education sponsors. Following the event, there will be an optional bus tour of some of our properties and our corporate headquarters.



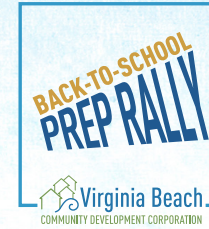
Annual event held in November.

The purpose of this annual event is for Virginia Beach Community Development Corporation to formally thank all of our veteran neighbors, partners, and board members for their sacrifice and service. Veterans will be invited to a special program and luncheon, where they can be recognized and honored, while celebrating in fellowship with other veterans and members of the community. This event is open to the public.



June through August.

The purpose of the “One Book. One Nation.” event is to spark a national conversation about an element of community development by having citizens from around the United States read the same book. Thought leaders, public officials and people from across the country will be invited to read *Rachel and Her Children: Homeless Families in America* by Jonathan Kozol this summer. Based on the months the author spent among America’s homeless, the book is an unforgettable record of the desperate voices of men, women, and especially children caught up in a nightmarish situation that tears at the hearts of readers. With record numbers of homeless children and adults currently flooding the nation’s shelters, the story resonates even louder today. The discussion will be aided in a variety of ways throughout the summer, culminating with an online national Town Hall event with a distinguished speaker/special guest (TBD). This event is an outstanding national co-branding opportunity. This event is open to the public.



Annual event held in August.

This fun community event is coming back to Hampton Roads for its second year. The purpose of the “Back-to-School Prep Rally” is to get children and families excited about the new school year through a lively celebration. By providing a high-energy and fun event centered around the importance of a good education, attendees will be reminded about the power education has to improve their lives and that of their family for generations. Local celebrities will be invited to give “shout outs” of encouragement to the kids. Entertainment will be provided by high school bands and dance troops, high school/college cheerleading squads, and more. This event is open to the public and received great print and television media coverage last year.



Annual event held in October.

This annual summit brings together thought leaders and community stakeholders. It focuses on building capacity in our grassroots leaders. Each year one nationally recognized leader in grassroots community development is honored with the John Perkins award. The event also recognizes a cadre of regional honorees. The goal of the event is to empower people to organize and advocate for themselves to create real and sustainable change. This year’s summit will focus on solutions to violence in struggling communities. This event is open to the public.

OUTREACH & EDUCATION EVENTS

	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ASCEND Speakers Series										
Racial Equity Circle Gatherings										
Joint Annual Corporate Meeting & Luncheon										
One Book. One Nation.										
Back-to-School Prep Rally										
Grassroots Leadership Summit										
Veteran's Day Program and Luncheon										

VBCDC events

Second Act Community events

Joint events

SPONSORSHIP LEVELS

\$10,000 • CHAMPION

- Top billing on all event signage (including stand-alone signage separate from other sponsors).
- Top billing on event web pages (logo with link).
- Recognition on social media.
- Recognition at event, including an opportunity to be recognized at and present/speak at events.
- Corporate logo on event correspondence/promotional materials.
- Premier table at event (or comparable arrangement) and marketing material placed in event bags or on tables.
- Full-page ad in event programs.
- Inclusion in event press releases.

(Maximum two Champion level sponsor. An exclusive Champion may take both slots.)

\$5,000 • TITAN

- 2nd-tier billing on all event signage.
- 2nd-tier billing on event web page (logo with link).
- Recognition on social media.
- Recognition at event.
- One table (or comparable arrangement) at all events.
- Corporate logo on event correspondence/promotional materials.
- Half-page ad in event programs.
- Inclusion in event press releases.

(Maximum five Titan level sponsors.)

This sponsorship listing serves as a guide, but the staff will work with each sponsor to customize sponsorship details that fit their needs.

\$2,500 • HERO

- 3rd-tier billing on all event signage.
- 3rd-tier billing on event web page (name with link).
- Recognition on social media.
- Quarter-page ad in event programs.
- Tickets to events.
- Inclusion (name) on event correspondence and/or promotional materials.

(No maximum Hero level sponsors.)

Interested in talking about sponsorship options?

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Raising Communities. Changing Lives.

As a national non-profit organization, Second Act Communities is a very different kind of developer. Utilizing proven development models, the organization's team collaborates with communities to create innovative solutions specific to local needs. By working with municipalities and nonprofits, Second Act Communities is opening up doors of opportunity to develop housing that creates a lasting, positive impact in communities across the nation.

secondactcommunities.org



Building, Supporting & Preserving Communities since 1985.

Virginia Beach Community Development Corporation is an award-winning non-profit organization. In addition to providing affordable housing opportunities for low and moderate income families, the organization operates programs and services that qualitatively change the lives of their neighbors. Virginia Beach Community Development Corporation's vision is to create quality homes for everyone and to be champions for a supportive community where people can not only survive but are empowered to live their best lives.

vbcdc.org