



Where nonprofits, leaders, and  
volunteers shine.

HEART OF SONOMA COUNTY  
**SPONSORSHIP  
PROPOSAL**



## Supporting nonprofits, leaders, & volunteers

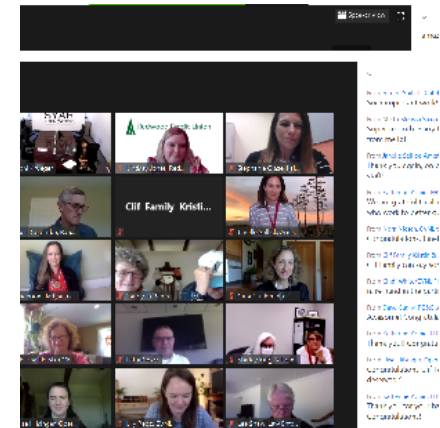
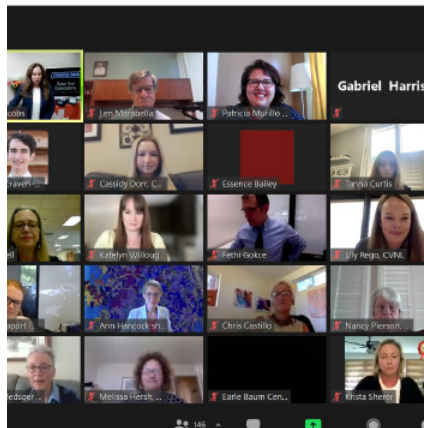


Center for Volunteer & Nonprofit Leadership (CVNL) has over **60 years** of experience advancing nonprofits and volunteerism by strengthening leadership, encouraging innovation, and empowering individuals in their communities.

Since our merger in 2019 with the Volunteer Center of Sonoma County, we now offer comprehensive programs that support nonprofits and volunteers including training, executive search, customized consulting solutions, volunteer services, and corporate engagement. Heart of Marin™ and Heart of Napa™ events support nonprofits of every size and mission through recognition and cash awards.

Other programs and services include Secret Santa, the Sonoma County Human Race, Court Referral Program, and Volunteer Wheels. We provide disaster preparedness training and serve as an Emergency Volunteer Center (EVC), overseeing spontaneous volunteers and donations for Napa, Marin, Solano, and Sonoma Counties in the aftermath of a disaster.

**Supporting CVNL gives you an opportunity to make a sector-wide impact.** With your help, we can achieve our mission of advancing the entire nonprofit sector by giving local leaders the skills, connections, and confidence to take their cause to the next level.



# About the Event

Heart events have celebrated the achievements of nonprofits & volunteers for decades.

We are excited to produce the 2nd Annual Awards to benefit the entire community:  
**Heart of Sonoma County Awards, June 9th, 11:00 a.m. - 1:00 p.m., 2022.**

We have produced similar events – Heart of Marin and Heart of Napa Awards – for years, and have been able to award **hundreds of thousands of dollars** back to nonprofits and the individuals who serve them.

The **1st Annual Heart of Sonoma County** helped support nonprofits with critical funds, and provided a platform for sharing success stories, innovative strategies, and information on services offered with the broader community. Now more than ever nonprofits deserve recognition for the life-changing, vital services they provide every day.

## HOW THE EVENT WORKS:

Thanks to the generosity of our sponsors, we are able to provide monetary gifts to recipients in award categories.

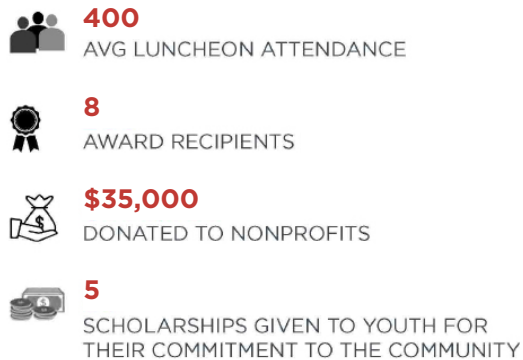
The community is encouraged to nominate in all award categories. Panels are hand-selected and meet to select recipients in each category.

Everyone is invited to attend the awards ceremony where the recipients are announced and all nominees are recognized for their contributions. It is an afternoon filled with inspiration, gratitude, and some (happy) tears!

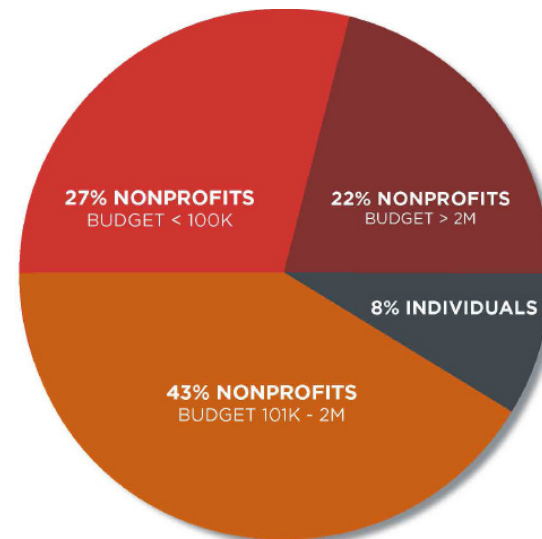
# Benefits with High Returns

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## 1st ANNUAL AWARDS IMPACT:



## EVENT AUDIENCE:



## 2nd ANNUAL AWARDS PREDICTIONS:

- Estimated **500** in attendance in second year
- Opportunity to be seen by **2,500+** nonprofits in Sonoma County through event marketing
- Eight awards will be given, totaling **\$35,000**

# Sponsorship Levels & Benefits

CVNL invites sponsorship of awards in all eight categories. The sponsorship amount is **\$10,000**. Award categories are:

- **Corporate Community Service**
- **Volunteer of the Year**
- **Excellence in Board Leadership**
- **Excellence in Innovation**
- **Youth Volunteer of the Year**
- **Excellence in Leadership**
- **Achievement in Nonprofit Excellence**
- **Lifetime Achievement**

## **\$10,000 Award Sponsor benefits include:**

- Recognition as award sponsor for the Heart of Sonoma County in all marketing collateral, press releases, and at the event
- Name and logo with link on the CVNL website
- Name and logo in the event program
- Name in all print advertising (space permitting)
- Name and logo in presentation on the day of the event
- Participation during the award ceremony (virtual for 2021)

**If you are interested in Presenting Sponsorship information, contact Linda Jacobs, CEO:  
ljacobs@cvnl.org or 415.448.0300.**

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# What People Are Saying

“Thank you for doing this event CVNL and Team! Love this every year! It truly makes a difference in our community.”

- Patricia Gill, Executive Director, Schurig Center for Brain Injury Recovery

**Our 2020 Heart of Napa Virtual Event was a HUGE success!**



“Congratulations on a great event and a big thank you to the entire CVNL team for organizing Heart of Napa and getting our community together in these challenging times.”

- Eva Simonsson, Director of Communications, Community Resources for Children



“Congratulations for putting together a wonderful event! I’ve attended far too many events that are mediocre at best. The Heart of Marin was top notch logistically and programmatically.

MIGUEL GAVALDON, TRUSTEE, MARIN COMMUNITY FOUNDATION

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## Contact Us

Be a part of our event celebrating the work Sonoma County nonprofits do year-round to make our community stronger, healthier, and more equitable.

**Please contact:**

Alie Berka,

**aberka@cvnl.org**

**415.448.0333**

**[cvnl.org/heartevents](http://cvnl.org/heartevents)**