



# PennState Great Valley

PRESENTS

A graphic of a starburst composed of many small stars in various colors (blue, yellow, green, orange) trailing off to the right.

# VISTA

## Millennial Superstars

May 18, 2023 | 5PM to 8PM

BENEFITING



An annual reception celebrating 40 emerging millennials from Chester County who are under 40-years-old, shattering expectations and shaping the county's future.

BROUGHT TO YOU BY



## 2023 VISTA Millennial Superstars Celebration

The mission of American Community Journals' VISTA Today is to tell the positive, upbeat stories of the people, businesses, universities, and nonprofits in Chester County that are making the county a better place to work, live, study, travel, shop, dine and play.

This event is the crown jewel of networking events in Chester County, honoring 40 professionals under 40 years old who are working hard to make Chester County the best place to live, work, and play. This event at Penn State Great Valley in Malvern will be transformed into an Emmy-like experience for our guests. While approximately 400 influential Chester County professionals will have the option to mingle in a networking area or a new VIP reception area featuring an enhanced experience that includes passed hors d'oeuvres, open bar, and photos with our keynote speaker (TBD).

In addition to honoring 40 Millennial and Gen-Z Superstars doing remarkable things with their lives, we will be honoring Handi-Crafters, a Chester County non-profit empowering individuals with disabilities with access to rewarding employment that promotes their independence and realizes their true potential.

New and incredible sponsorship and branding opportunities offer increased visibility to not only the hundreds of in-person attendees, but also to our 40,000-plus subscribers, more than 20,000 social media followers (generating over 100,000 pageviews alone), and 2 million VMS e-mails sent!

Join us as we tell the stories of our VISTA Millennial Superstars and an amazing charity that is changing the employment landscape for individuals with disabilities in Chester County.

For more information, please contact:  
**Steve Knickerbocker, SVP of Development**  
[steve.knickerbocker@acj.today](mailto:steve.knickerbocker@acj.today), 484-437-2826





*“To be recognized as a VISTA Millennial Superstar means that people are being impacted by what I do. Sometimes it gets easy to keep your head down, do the work and not check results. But to be stopped and recognized for being part of a tremendous group of people is such an honor.”*

Dan Koval  
Corporate Initiatives Manager  
Bentley Systems

*“Being a Vista Millennial Superstar was a true honor. I was able to see the extent to which the community highlights people that work hard to make a difference in their environment. It was an experience that I will always look to as a reminder that I am making an impact.”*

Alexis Akarolo  
Co-Founder,  
Rebuild the Block  
Brand Manager,  
Lovello Elizabeth



*“Being a VISTA Millennial Superstar has been one of the greatest and proudest achievements of my career thus far. To be included into a group of individuals that has accomplished so much professionally and philanthropically within our community is an honor.”*

Victoria Pritchard  
Client Service Manager,  
Business Consulting Services Group  
RKL LLP

*“I have grown up in Chester County and developed my entire career as an attorney here. Being recognized by VISTA Today, a top place for Chester County residents and businesses to share their positive news, is a significant honor and I’m grateful for it.”*

Robert Jefferson, Esquire  
Gawthrop Greenwood, PC



## Sponsorship Benefits

	Presenting Sponsor (1) \$20,000 SOLD	Executive Sponsor \$10,000	Reception Sponsor (1)* \$10,000	VIP Sponsor (1)* \$8,000	Food Sponsor (1)* \$5,000 SOLD	Drink Sponsor (1)* \$5,000 SOLD	Gold Sponsor \$3,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,500
Logo on 50 stories	✓	✓							
Logo on 4 event promotion emails	✓	✓	✓	✓	✓	✓	✓		
Logo on VMS homepage	✓	✓	✓	✓	✓	✓	✓	✓	
One social media post	✓						✓		
Two social media posts	✓	✓	✓	✓	✓	✓			
Designation on All Materials	✓	✓	✓	✓	✓	✓	✓		
Designation in Program	✓	✓	✓	✓	✓	✓	✓	✓	
Preferred Seating	2	1							
VIP tickets	20	14	10	10					
Tickets					10	10	10	10	10
VIP Upgrade available (\$500)					✓	✓	✓	✓	
Speech	✓	✓							
Present awards	✓	✓							
Logo on award	✓								
Logo on Step & repeat	✓	✓							
Information on tables	✓	✓	✓	✓					
Logo on table tents	✓	✓	✓	✓	✓	✓			
Seat on Selection Committee	✓	✓							
Nominee and guest contact info	✓	✓	✓	✓	✓	✓			
Co-branding on VMS Alumni Group	✓								
Ads in covers (3 available) Presenting and first two of Three*	✓	✓							
Full page color ad on the inside front cover	✓								
Full page color ad		✓	✓	✓	✓	✓	✓		
Half page color ad								✓	
Access to VIP area	✓	✓	✓	✓					
Photographs with keynote speaker (VIP)	✓	✓	✓	✓					
Passed hors d'oeuvres (VIP)	✓	✓	✓	✓					
Open bar (VIP)	✓	✓	✓	✓					
Reception area	✓	✓	✓	✓	✓	✓	✓	✓	✓
Gourmet food stations	✓	✓	✓	✓	✓	✓	✓	✓	✓
2 drink maximum							✓	✓	✓

\*Package details on next page

## Sponsorship Benefits Package Details

### Reception Sponsor

As the Reception Sponsor, you will leave a brilliant first impression starting with your logo and brand represented at the guest check-in desk. You will then greet each guest and give them your card. The Reception Sponsor will assist the attendees with receiving their custom name badge. These customized name badges will provide a unique experience for each guest, including access to the bars and VIP area. Having your company's logo on each name badge will bring a distinctive & memorable presence to your brand.

### VIP Sponsor

As the exclusive sponsor of the VIP area, you'll enjoy greeting and hosting all VIP guests for an enhanced networking experience with an open bar, passed hors d'oeuvres, and the opportunity to meet and take a picture with the keynote speaker. Your logo and branding will adorn the area and your material will be available on each cocktail table.

### Food Sponsor

As the Food Sponsor, your company's logo and brand will be strategically placed around all areas where food will be served (excluding the VIP area). Your logo will also appear on the napkins, so guests will be reminded of your company.

### Drink Sponsor

As the Drink Sponsor, you'll have exclusive rights to have your logo and brand represented at all bar and drink areas (excluding the VIP area). Also, your logo will appear on napkins/glasses handed out with each drink, so every time a guest receives a drink, they will be reminded of your company.

**Please Join us for this premier networking event and celebration of our Millennial Superstars and to honor the great work of Handi-Crafters.**

For more information, please contact:  
**Steve Knickerbocker, SVP of Development**  
**[steve.knickerbocker@acj.today](mailto:steve.knickerbocker@acj.today), 484-437-2826**