



UNITED WAY
DeKalb County

Power of the Purse Sponsorship Opportunities



Dear Valued Power of the Purse Supporter,

We are excited to announce that planning for the 2025 Power of the Purse event is well underway! This year's event will take place on Friday, April 25, 2025, at the ACD Museum, from 11:30 am to 1:00 pm, with doors opening at 11:00 am.

As always, the proceeds will directly benefit United Way of DeKalb County, supporting vital programs in Youth Opportunity, Healthy Community, Financial Security, and Community Resiliency that positively impact thousands of lives in our DeKalb County. Last year, with over 345 attendees, the event was a great success, and for 2025, we aim to reach a full capacity again!

As a nonprofit, our success relies on the commitment and generosity of community leaders like you. We invite you to review the sponsorship levels and benefits provided and consider the level of support that best aligns with your company's goals.

The "Pack a Purse" raffle is always a highlight! We're seeking donations of themed purses filled with goodies valued at a minimum of \$200. Your business, a group of friends, or even you individually can get creative in crafting a fabulous purse! (Feel free to include alcoholic items if desired.) We encourage donors to shop locally to support DeKalb County businesses. The purse that earns the most tickets at the event will win the "People's Choice" award! With your help, we hope to reach our goal of 60 unique purses to thrill our guests.

To ensure your support is recognized, please return your sponsorship selection by **March 14, 2025**, so we can include your name in our print materials.

For any questions, please contact **Kirby Cool**, Community Impact Coordinator, at kirby@unitedwaydekalb.org or (260) 927-0995.

Thank you for your support!