



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!



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I would like to support the 2025 Power of the Purse event in the following way(s):

- Level 1 - \$2,000 - (limit 1)**
(call or email Kirby to reserve)
- **Venue Sponsor**
 - 2 tables for Luncheon (16 tickets)
 - Prominent Logo on signs & promotional materials - including Monthly Newsletter (March-May)
 - Recognition at event
 - Social Media recognition
 - Website recognition
 - Main page

- Level 3 - \$1,000**
- 1 table for Luncheon (8 tickets)
 - Tertiary Logo on signs & promotional materials
 - Recognition at event
 - Website recognition
 - Event page

Individual Tickets - \$45 each

- Level 2 - \$1,500**
- 1 table for Luncheon (8 tickets)
 - Secondary Logo on signs & promotional materials
 - Recognition at event
 - Social Media recognition
 - Website recognition
 - Event page

- Level 4 - \$500**
- 4 tickets for Luncheon
 - Name of Company on signs & promotional materials
 - Recognition at event

- PACK A PURSE DONOR**
*Purses due to the United Way of DeKalb County office by
April 4, 2025

*\$200 minimum value (purse + contents)

United Way of DeKalb County's Sponsorship opportunities are event and program-based engagement options. We hope that you partner alongside us in a way that best aligns with your corporate social responsibility. To join us in these efforts please contact **Kirby Cool** at kirby@unitedwaydekalb.org.

*Sponsorship gifts are separate from your campaign and corporate gifts.

Please fill out the below information to complete your sponsorship:

Company Name _____

Contact Name _____

Phone Number _____

Email Address _____

Address _____

City _____ State _____ Zip Code _____

I'm Sponsoring:

- Level 1 (LIMIT 1)
contact Kirby prior to commitment
- Level 2
- Level 3
- Level 4

I would also like to provide:

- Pack a Purse

Sponsorship Payment Information:

- Our gift is enclosed
- Please bill us

Signature _____ **Date** _____

If sponsoring **LEVEL 1** please reach out to Kirby prior to your commitment (due to the limit of one Level 1 sponsor). If you are sponsoring Levels 1-3, please email a hi-res logo that you would like to include on all print and digital materials.

Please send to: kirby@unitedwaydekalb.org by March 14, 2025.