



Dear Valued Power of the Purse Supporter,

The plans for the 2024 Power of the Purse are underway! As always, the proceeds from the event support the important work done by the United Way of DeKalb County. The event is on **Friday, April 19, 2024** at the Auburn Cord Duesenberg Automobile Museum, from 11:30 am - 1:00 pm, with doors opening at 11:00 am. Last year's success was beyond inspiring, and with your dynamic support, we aim to elevate this event to even greater heights, bringing unprecedented benefits to our beloved community.

At the heart of this event is our unwavering commitment to the **Dolly Parton's Imagination Library** Initiative, championed by the United Way of DeKalb County. This initiative aims to foster a lifelong love for reading in children right here in the local community. The program delivers free, age-appropriate books to children from birth to age five, ensuring that every child has access to high-quality books, regardless of their family's income. The first book sent to each child enrolled is titled "**The Little Engine That Could**".

The Power of the Purse committee was inspired by the story of never giving up, which radiates the spirit of our very own small but mighty community, resulting in the 2024 theme:

"The Little County that Could".

As a nonprofit organization, we know that our event is only successful with support from strong community leaders like you. Please look at the sponsor levels/benefits on the other side of this letter and decide what level is best for your company. We even gave a little nod to the Rhinestone Country Queen herself:

**Level 1 – Queen of Country
\$1600**

**Level 3 – Do I Ever Cross Your Mind
\$850**

**Level 2 – 9 to 5
\$1200**

**Level 4 – Me and Little Andy
\$600**

Pack a Purse Donor

This is the most popular part of the entire event! We are looking for purse donations to raffle off. You, your business, or a group of friends can get creative and put a fabulous purse together! Purses CAN contain alcoholic products. Each purse should be packed with goodies, and the value of the purse and contents inside should be a minimum of \$200.00. We encourage you to shop locally and support our DeKalb County businesses! The purse that receives the most tickets at the event will win the "People's Choice" award.

We want to recognize you so please have your sponsorship choice back to us by **March 22nd, 2024**, to be included in our print materials.

If you have questions, please contact the United Way office at 927-0995.

Thank you for your support of this event and for helping to make DeKalb County a county that cares for all!

With Warm Regards,
The Power of the Purse Committee members
United Way of DeKalb County





Please complete this form and return with a sponsorship check payable to:

United Way of DeKalb County
PO Box 307
Auburn, IN 46706



Picture this:

Your logo shining like a Rhinestone disco ball. Your brand is stealing the limelight. Your generosity harmonizing with the spirit of 'The Little County That Could'

#1 "Queen of Country" \$1600*

- Table of 8 for lunch
VIP Access - First look at purses.
Name on signs & recognition at event
Name on all promotional materials
1-Year recognition on our website

#3 "Do I Ever Cross Your Mind" \$850

- Table of 8 for lunch
Recognition at event
1-Year recognition on our website

#2 "9 to 5" \$1200*

- Table of 8 for lunch
Name on signs & recognition at the event
Name on all promotional materials
1-Year recognition on our website

#4 "Me and Little Andy" \$600

- 4 tickets to lunch
Recognition at event

Pack a Purse Donor

*purses due to the UW Office by Friday March 29th
*\$200.00 minimum value (purse + contents)

Contact Name Phone Number

Email Address

Company Name

Address City Zip

*If sponsoring, please email a hi-res logo that you would like us to include on all print materials to mark@unitedwaydekalb.org by Friday, March 22, 2024.



United Way of DeKalb County