



Dear Valued Power of the Purse Supporter,

The plans for the 2021 Power of the Purse are underway! We hope you choose to be a part of this exciting philanthropic tradition! The proceeds from the event will support the funding of health, education and financial stability programs that will greatly impact our community. This year's event will take place on **Thursday, September 16, 2021** from 11:30-1:30PM at the Auburn Cord Duesenberg Automobile Museum.

We are asking for your support by becoming a corporate sponsor, pack a purse donor, or both. As a nonprofit organization, we know that for our event to be successful we must turn to strong community leaders like you for financial support. Every dollar raised through sponsorship is to fund programming grants that directly impact our community. Please join us by sponsoring the 2021 Power of the Purse event at one of the following levels:

**Level 1 – Executive Tote**  
**\$1600**

**Level 3 – Traditional Crossbody**  
**\$850**

**Level 2 – Classic Messenger**  
**\$1100**

**Level 4 – Timeless Wristlet**  
**\$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 this year. 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 each event will win the "People's Choice" award. With your help, there will be many purses to entice and delight attendees!

Enclosed you will find information about sponsorship opportunities and how to donate a purse. Please note that all **Level 1 Executive Tote Donors** can purchase additional event tickets before they go on sale to the general public. If you wish to be included in print materials, sponsorship commitments are respectfully requested by **Monday, July 12<sup>th</sup>**.

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

With Warm Regards,

Chelsea McGill  
Community Impact Coordinator  
United Way of DeKalb County, Inc.



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

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

I would like to support the 2021 Power of the Purse event in the following way(s):

\_\_\_\_\_ **#1 Sponsor “Executive Tote” \$1600**

- ✓ Table of 8 for lunch + 2 drink tickets
- ✓ VIP Access – First look at purses
- ✓ Early Bird ticket purchase date
- ✓ Name on signs & recognition at event
- ✓ Name on all promotional materials
- ✓ 1-Year recognition on our website

\_\_\_\_\_ **#2 Sponsor “Classic Messenger” \$1100**

- ✓ Table of 8 for lunch
- ✓ Early Bird ticket purchase date
- ✓ Name on signs & recognition at the event
- ✓ 1-Year recognition on our website

\_\_\_\_\_ **#3 Sponsor “Traditional Crossbody” \$850**

- ✓ Table of 8 for lunch
- ✓ Name on signs & recognition at event
- ✓ 1-Year recognition on our website

\_\_\_\_\_ **#4 Sponsor “Timeless Wristlet” \$600**

- ✓ 4 tickets to lunch
- ✓ Name on signs & recognition at event

\_\_\_\_\_ **Pack a Purse Donor**

\*you will be contacted for more details

Contact Name \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

**If sponsoring at Level 1 or 2, please email a hi-res logo that you would like us to include on all print materials to [chelsea@unitedwaydekalb.org](mailto:chelsea@unitedwaydekalb.org) by Monday, July 12<sup>th</sup>.**



United Way  
of DeKalb County

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