



Dear Valued Power of the Purse Supporter,

The plans for the 2023 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 funding of health, early education, and financial stability programs positively impact thousands in DeKalb County. The event is on **Friday, April 21, 2023** at the ACD Museum, from 11:30 am - 1:00 pm, with doors opening at 11:00 am. Last year we had a little over 300 attendees and we have set a goal of 350 for 2023.

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.

**Level 1 – Executive Tote
\$1600**

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

**Level 2 – Classic Messenger
\$1200**

**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. 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, we can hit our goal of having 60 purses to entice and delight attendees!

We want to recognize you so please have your sponsorship choice back to us by **March 31, 2023** 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,

Mark Burnworth
Resource Development
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



I would like to support the 2023 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
- ✓ Name on signs & recognition at event
- ✓ Name on all promotional materials
- ✓ 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

_____ #2 Sponsor “Classic Messenger” \$1200*

- ✓ Table of 8 for lunch
- ✓ Name on signs & recognition at the 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

**purses due to the UW Office by Friday, April 7th
\$200.00 minimum value (purse + contents)

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 mark@unitedwaydekalb.org by Friday, March 31st, 2023.**

