



UNITED WAY
DeKalb County

*Power
of
the
Purse*

Sponsorship Opportunities

Dear Valued Power of the Purse Supporter,

We are excited to share that planning for the 2026 Power of the Purse is officially underway! This signature community event will take place on **Friday, April 24, 2026**, from 11:30 AM to 1:00 PM, with doors opening at 11:00 AM at the Auburn Cord Duesenberg Automobile Museum.

Power of the Purse is more than a luncheon – it is a celebration of generosity, empowerment, and community coming together to create lasting local change. Proceeds directly support United Way of DeKalb County's mission to strengthen Youth Opportunity, Healthy Community, Financial Security, and Community Resiliency across our county. With your partnership, we are able to invest in programs and initiatives that impact thousands of local families, children, and neighbors each year.

Last year, this event welcomed over 375 attendees and sold out. In 2026, we anticipate another full room of supporters who believe in building a stronger DeKalb County – together.

As a valued community leader, we invite you to review the attached sponsorship levels and consider joining us as a sponsor. Your contribution not only fuels meaningful local impact but also provides your business with visibility among business leaders, community members, and philanthropic supporters throughout the region.

The Pack a Purse raffle is always a favorite part of the event! We are seeking themed purses valued at \$250 or more, filled with fun, thoughtful, and creative items (local items encouraged!). Purses may be donated by a business, organization, group of friends, or an individual – and alcoholic items are welcome. The purse that receives the most raffle tickets at the event will be awarded the "People's Choice" Award. Our goal is to collect 75 unique purses this year, and we would be thrilled to showcase one from you. **Early Bird Deadline:**

Donate by February 6, 2026 → Chance to win a free ticket!

To ensure your support is recognized in our event materials, please submit your sponsorship selection by **March 13, 2026**.

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

Thank you for your continued commitment to making DeKalb County a place where every person has the opportunity to thrive. Together, we are building a stronger, more connected community – because

United Is The Way We Carry Change.

**With gratitude,
United Way of DeKalb County**