



Sponsorship

March 7th, 2020

Lake Zurich, IL

Purple Plunge, Inc. is a local 501(c)(3) non-profit organization

Our Mission:

The Purple Plunge's goal is to provide financial assistance to those individuals and their families battling cancer to offset day to day living expenses. We can assist with the incidentals such as gas money, childcare, and groceries to name a few.

Why Purple?

The color Purple (Lavender) represents all types of cancer and its survivors.

Purple Plunge History

When the Bordenave and Hunt families lost two family matriarchs in 2003 and 2013 respectively, they were inspired to join the fight against this disease. They began to raise money for the American Cancer Society by participating in the Relay for Life Walk. In order to increase donations for the Walk, Paul Hunt organized the "Purple Plunge." On March 15th, 2014, the family along with a group of volunteers and key members of the community, worked together to make the 1st Annual Purple Plunge a reality. On that day, 50 brave souls took the Plunge and raised over \$11,000.

In 2016, we received our official 501(c)(3) nonprofit status. This enables us to direct all monies raised to those residents of our communities who are battling cancer. Paul continues to lead this effort with boundless energy and positivity.

Since that first Plunge our numbers have continued to grow. In 2019, we had nearly 400 plungers, 45 sponsors, and raised \$135,000 pushing our total donations in excess of 340,000 in six short years.



How can you help?

Sponsorship

We offer four levels of sponsorship. Your generosity will be highlighted on Purpleplunge.org with scrolling information, link to your website, and verbal recognition on the day of the plunge. Specific benefits for each level are listed on the following page.

In-Kind Services and Raffle Donations *

Donation of goods and/or services are an excellent way to support the Purple Plunge. The costs associated with hosting the event could be greatly reduced by the generosity of In-Kind donations.

Raffle items are a popular way for businesses to show their support for our cause. The success of the raffle during the Post Plunge Party has grown to be a large part of our fundraising efforts and a favorite among attendees.

**Benefits for Supporters align with the Sponsorship Levels and are based on your cost of the goods and services provided.*

- ✓ **EMAIL us at** info@purpleplunge.org
- ✓ **ONLINE:** www.purpleplunge.org/sponsor-us
- ✓ **By CHECK**

Complete the attached form in this packet and mail to:

Purple Plunge
33 Johnathan Rd.
Lake Zurich, IL 60047



Sponsorship Levels

Avalanche \$2,500

In addition to Glacier benefits:

- Logo on drawstring bags given to plungers
- Company Banner front and center of entertainment stage
- Individual recognition on Purple Plunge Facebook and Twitter accounts



Glacier \$1,000

In addition to Iceberg benefits:

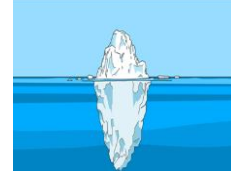
- 2 individual company banners (1 at beach, 1 at tent)
- Opportunity to speak prior to or following the Purple Plunge
- Special recognition by the event MC



Iceberg \$500

In addition to Penguin benefits:

- Logo on back of event t-shirt
- Logo on shared banner to be displayed at the beach and at the tent
- Perpetual appreciation plaque



Penguin \$250

- Name on back of event t-shirt
- Recognition by the event MC when available
- Logo on Purple Plunge website and Purple Plunge Event website (with link to company website)
- Sponsor's logo will scroll on individual and team pages
- Individual recognition on Purple Plunge Facebook page
- Provide promotional item(s) to be placed in registration bag
- Certificate of appreciation





Sponsorship

Purple Plunge, Inc. is a 501(c)(3) non-profit.

Federal Identification Number: 81-1859187

Company Name: _____ Contact Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Email: _____
Sponsorship Level <i>Penguin (\$250) Iceberg (\$500)</i> <i>Glacier (\$1000) Avalanche (\$2500)</i>

In-Kind Service

In-Kind Service/Donation refers to donation of goods instead of cash.

Name: _____ Email: _____ Phone: _____
Donation Value* \$ _____ Service or Donation Description: <small>*Please note, per IRS regulations, establishing a dollar value on donated items is the exclusive responsibility of the donor. Donated services are NOT tax deductible</small>

Payment Method

Checks or Credit Card

Please make checks payable to Purple Plunge

Mail to: Purple Plunge, 33 Johnathan Rd. Lake Zurich, IL 60047