

# Partnership Opportunities

## Purple Day By Night Fundraising Reception

**04/19/24**

***The Brownstone, Calgary***

## Purple Day By Night 2024 - Raising Awareness, Fostering Community

Purple Day By Night, now in its third year, is our annual fundraising event that takes place on April 19th at the exquisite Brownstone in Calgary. This event is more than just a gala; it's an encore celebration of Epilepsy Awareness Month and Purple Day in March. Marking April 19th on your calendar means joining us in creating lasting memories, raising critical funds, and fostering essential connections within our community.

### Your Invitation

As we gear up for Purple Day By Night 2024, we invite you to partner with us and become an integral part of this impactful event. Your support will not only elevate your brand visibility but will also contribute to the growth and success of our programs and services. Join us in making Purple Day By Night 2024 the most memorable and impactful yet. Together, let's inspire hope, and bring positive change to those living with epilepsy.





## Our Honorary Chairs

### Kelly Hrudey & Jess Ling - Champions for Change

We are honored to have Kelly Hrudey, NHL legend and broadcaster, along with his daughter Jess Ling, as our Honorary Chairs for the second consecutive year. Their personal journey with pediatric epilepsy fuels their advocacy and commitment to supporting the development and expansion of epilepsy programs.

## Why It Matters

**Critical Funding:** The \$120,000 fundraising goal is not just a number; it's a lifeline that fuels our programs, services, and initiatives. These funds directly impact the lives of more than 30,000 individuals in Calgary and Southern Alberta affected by epilepsy.

**Creating Impact:** Your involvement on April 19th is not just an event attendance; it's a contribution to creating a lasting impact, ensuring that no one faces the challenges of epilepsy alone.





## Event Highlights:

- **The Setting:** Immerse yourself in a world of creativity as live artists showcase their talents, with the opportunity to bid on unique artwork and a vibrant silent auction - all against the backdrop of the Brownstone's timeless charm.
- **Purpose:** Beyond the elegance and entertainment, Purple Day By Night is a gathering that transcends its purpose; it's a space where the community converges to create lasting memories, raise essential funds, and foster connections that resonate far beyond the night itself.
- **Expected Guests:** This year, we anticipate the company of 230 esteemed guests, each bringing their unique energy to contribute to the evening's collective impact.
- **Fundraising Goal:** Our ambitious goal for Purple Day By Night 2024 is set at \$120,000. These funds are not just a financial target; they are the lifeline that sustains and empowers our efforts to provide vital support to those living with epilepsy.





## Partner Level: Purple Patron - \$15,000

By becoming our esteemed Patron, your organization will play a pivotal role in presenting "Purple Day By Night," making a lasting impact on epilepsy awareness. This exclusive partnership ensures that your brand takes center stage, and your generous support resonates before, during, and after the event, contributing significantly to our shared mission. Together, we can create meaningful change and raise epilepsy awareness in our community.

### Exclusive Branding:

- Event Name Recognition: "Purple Day By Night" presented by [Your Organization].
- Exclusive mention as the Title Sponsor in all promotional materials, A significant three month marketing campaign focused on raising awareness including social and earned media; including newsletter, website, Google/Meta ads.
- Exclusive logo recognition on the podium.
- Exclusive thank-you posts on social media platforms: Facebook, Instagram, and LinkedIn.
- Speaking Opportunity to introduce your organization to attendees (approximately 200).
- Opportunity to introduce Honorary Chairs, Kelly Hruday and Jess Ling.
- Prominent Logo Recognition: 100% larger than the next sponsorship tier.

### Recognition:

- Logo Recognition: 100% larger than the next sponsorship tier.
- Banner prominently displayed at the event venue.
- Logo/name mention in all promotional materials, press releases, and event announcements.
- Logo recognition in marketing collateral, including posters, invitations, programs, signage, and advertising.
- Sponsor highlight in Brain Buzz Newsletter (distributed to 900 subscribers).

### VIP Experience:

- 12 VIP tickets to the event, including a pre-reception with Kelly Hruday and Jess Ling (valued at \$3,000).

### Media Exposure:

- Featured in pre-event and post-event press releases.
- Logo inclusion in all social media posts and marketing materials (guaranteed minimum 100,000 impressions).
- Post-event recognition in Brain Buzz Newsletter and advertising.





## Partner Level: Violet Visionary - \$7,500

By joining us as a Violet Visionary at the \$7,500 level, your organization will enjoy significant recognition and exposure at "Purple Day By Night." Your support ensures prominent branding across various mediums, a VIP experience for your team, and extensive media exposure. Together, let's harmonize our efforts to elevate epilepsy awareness in our community.

### Recognition:

- Logo placement in event advertising and social media. A significant three month marketing campaign focused on raising awareness including social and earned media; including newsletter, website, Google/Meta ads.
- Logo placement on posters, invitations, programs
- Logo recognition on event signage.
- Logo placement on the event website's sponsor page.
- Banner displayed at the event venue.

### VIP Experience:

- 8 VIP tickets to the event, including a pre-reception with Kelly Hrudey and Jess Ling (valued at \$2,000)

### Media Exposure:

- Featured in pre-event and post-event press releases.
- Logo inclusion in social media posts and marketing materials.
- Post-event recognition in Brain Buzz Newsletter and advertising





## Partner Level: Artisan Advocate - \$3,500

As a Artisan Advocate at the \$3,500 level, your organization will be recognized as a key supporter of "Purple Day By Night." Enjoy prominent logo visibility at the event, an exclusive VIP experience, and significant media exposure. Your contribution helps create a harmonious impact on epilepsy awareness, and we are grateful for your support. Together, let's make a meaningful difference in our community.

### Recognition:

- Logo recognition on event signage and program
- Logo placement on the event website's sponsor page.
- Social media recognition

### VIP Experience:

- 4 VIP tickets to the event, including a pre-reception with Kelly Hruddy and Jess Ling (valued at \$1,000).

### Media Exposure:

- Logo inclusion in post-event thank-you social media posts.
- Post-event recognition in Brain Buzz Newsletter and advertising.





## Partner Level: Brushstroke Backer - \$1,500

By becoming a Brushstroke Backer, you're not just supporting an event; you're actively participating in the creation of a vibrant and inspiring artistic atmosphere. Your brushstroke, no matter how small, adds depth and color to our cause.

### Recognition:

- Company name recognition on event program
- Company name recognition on event webpage

### VIP Experience:

- 2 VIP tickets to the event, including a pre-reception with Kelly Hrudey and Jess Ling (valued at \$500).





## **Epilepsy Association of Calgary - Connecting Lives, Inspiring Hope**

At the Epilepsy Association of Calgary, we don't just talk about making a difference; we change lives. We ensure that more than 30,000 Albertans - children and adults - diagnosed with epilepsy have the robust supports they need to live hopeful lives. Your support helps us create a community where everyone touched by epilepsy not only copes but thrives. Established in 1955, we've been at the forefront of fostering awareness and providing unwavering support. With your help, we turn hope into reality, making every connection a catalyst for positive change in the epilepsy community.

### **Our Mission**

At the heart of our mission is the unwavering dedication to connect and support individuals living with or affected by epilepsy. We strive to improve their independence, enhance their quality of life, and promote active participation in our vibrant community.

### **Our Vision**

We envision a community where everyone impacted by epilepsy can thrive. To realize this vision, we work tirelessly to break down barriers, challenge stigmas, and foster an environment of understanding and compassion.

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