



PURPLE DAY BY NIGHT

Presented by the Epilepsy Association of Calgary

2025 Event Sponsorship

PARTNERSHIP OPPORTUNITIES TO SUPPORT EPILEPSY
AWARENESS AND COMMUNITY WELL-BEING



WHY YOU SHOULD PARTNER WITH EPILEPSY CALGARY



70
YEARS



REPRESENTING
30,000+
SOUTHERN ALBERTANS



150+
SUPPORT GROUP
REGISTRATIONS



600+ CALLS
1-866-EPILEPSY HOTLINE



250+ EDUCATED
THROUGH EPILEPSY 101

The Epilepsy Association of Calgary (EAC) is a community-based non-profit organization dedicated to supporting and empowering individuals living with epilepsy and their families. Established in 1955, EAC has been a cornerstone of support in Calgary and Southern Alberta, providing a wide range of services aimed at improving the quality of life for those affected by epilepsy.

Our mission is to connect and support those living with or impacted by epilepsy, enhancing their independence, quality of life, and community participation. We offer a variety of programs and services, including support groups, peer-to-peer linkages, mental health supports, crisis counseling, educational resources, and other evidence-based programming to improve disease management.

As a charter member of the Canadian Epilepsy Alliance, EAC relies on the generosity of donors and grantors to fund our operations. We do not receive any government operating grants, making partnerships and sponsorships crucial to our ability to continue providing essential services to our community.

By partnering with EAC, you will be supporting a vital cause and helping to create a community where everyone living with or impacted by epilepsy can thrive.



OUR EVENT



PURPLE DAY BY NIGHT

Presented by the Epilepsy Association of Calgary

Purple Day by Night is our annual fundraising event held in April. This vibrant evening brings together community members, supporters, and advocates to raise awareness and funds for the Epilepsy Association of Calgary. Purple, the color of epilepsy awareness, symbolizes our commitment to this cause. Join us for a unique celebration that highlights the importance of epilepsy awareness and supports our vital programs.

- **Date:** The event will be held April 5, 2025 at Contemporary Calgary
- **Purpose:** The primary goal of Purple Day by Night is to raise \$150,000 that allow us continue our mission of supporting individuals living with epilepsy and their families.
- **Activities:** The evening will feature a variety of activities, including a VIP reception, silent auction, live entertainment, and ample networking opportunities. Guests will enjoy gourmet food, welcome drinks, and performances by local artists and musicians.
- **Community Impact:** By participating in Purple Day by Night, attendees and sponsors contribute to the well-being of individuals living with epilepsy and help create a more inclusive and supportive community. This year, we anticipate the company of 250 esteemed guests, each contributing to the evening's collective impact.

Thank You To 2024 Partners



OUR EVENT

Why Purple Day By Night



Raise Awareness: The event helps to increase awareness about epilepsy and the challenges faced by those living with the condition.



Build Community: It provides a platform for individuals, families, and supporters to come together, share experiences, and build lasting connections.



Support a Worthy Cause: Funds raised during the event directly support the Epilepsy Association of Calgary's programs and services, making a tangible difference in the lives of those affected by epilepsy.



OUR EVENT



Honourary Co-Chair and Guest Speaker

Cassidy Megan

We are thrilled to announce that Cassidy Megan, the founder of Purple Day, will be joining us as the honorary co-chair and guest speaker for the 2025 Purple Day by Night event. Cassidy created the idea of Purple Day in 2008, motivated by her own struggles with epilepsy. Her goal is to get people talking about epilepsy to dispel myths and inform those with seizures that they are not alone

Cassidy's dedication to raising awareness about epilepsy has had a profound impact globally. In 2009, she partnered with the Epilepsy Association of The Maritimes and The Anita Kaufmann Foundation to launch Purple Day internationally. This collaboration has led to the involvement of numerous organizations, schools, businesses, politicians, and celebrities around the world.

As our honorary co-chair and guest speaker, Cassidy will share her inspiring story and advocate for epilepsy awareness, helping us to create a more inclusive and supportive community for individuals living with epilepsy.

YOUR INVITATION

As we gear up for Purple Day By Night 2025, 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 this year's Purple Day By Night the most memorable and impactful yet. Together, let's inspire hope and bring positive change to those living with epilepsy.



SPONSORSHIP BENEFITS AND PRICING

PLAN OPTIONS	SOLD				
	PURPLE PATRON	VIOLET VISIONARY	LAVENDER LEADER	PLUM PARTNER	INDIGO INNOVATOR
	EVENT SPONSOR	VIP SPONSOR	SPEAKER SPONSOR		
	\$15,000	\$10,000	\$10,000	\$7,500	\$3,500
"Purple Day By Night" presented by [You]	✓				
Event Title Branding (all mentions)	✓				
Exclusive Event Signage	✓	✓	✓		
VIP Event presented by [You]		✓			
Cassidy Megan presented by [You]			✓		
Speaking Opportunity	✓	✓	✓		
VIP Tickets	12	8	8	6	4
Social Media recognition	✓	✓	✓	✓	
Advertising recognition	✓	✓	✓	✓	
Event Signage	✓	✓	✓	✓	✓
Program recognition	✓	✓	✓	✓	✓
Website recognition	✓	✓	✓	✓	✓

SPONSORSHIP

TITLE SPONSOR

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.

Recognition:

- 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 250).
- 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).
- 12 VIP tickets to the event, including a pre-reception with Cassidy Megan (valued at \$3,000).
- 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.



SPONSORSHIP

VIP EVENT SPONSOR

Violet Visionary - \$10,000

By joining us as a Violet Visionary, your organization will enjoy significant recognition and exposure at *Purple Day By Night*. This partnership level includes sponsoring the VIP reception, ensuring 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.
- Exclusive event signage at event and VIP reception.
- Speaking opportunity during VIP reception.
- Logo placement on posters, invitations, programs.
- Logo recognition on event signage.
- Logo placement on the event website's sponsor page.
- 8 VIP tickets to the event, including a pre-reception with Cassidy Megan (valued at \$2,000).
- 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.



SPONSORSHIP

Plum Partner - \$7,500

By becoming a Plum Partner sponsor, your organization will play a pivotal role in elevating epilepsy awareness within our community. Your support will not only provide significant recognition and exposure for your brand but also contribute to meaningful initiatives that make a real difference. Together, we can create a lasting impact, fostering a greater understanding and support for those affected by epilepsy.

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.
- 6 VIP tickets to the event, including a pre-reception with Cassidy Megan (valued at \$1,500).
- 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.



SPONSORSHIP

Indigo Innovator - \$3,500

As an Indigo Innovator, 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.
- 4 VIP tickets to the event, including a pre-reception with Cassidy Megan (valued at \$1000).
- Logo inclusion in post-event thank-you social media posts.
- Post-event recognition in Brain Buzz Newsletter and advertising.



GIFT CARD & SILENT AUCTION DONATIONS

We are excited to announce the 2025 Purple Day By Night event on April 5th at Contemporary Calgary. This special occasion aims to raise awareness about epilepsy and support the Epilepsy Association of Calgary's programs.

We are seeking your generous support through gift card donations and silent auction items. Our goal is to collect \$10,000 in gift cards, which will be awarded to attendees, encouraging them to visit and support local businesses. Additionally, we are looking for donation items and experiences to include in our online silent auction. This initiative will drive traffic to our local economy while raising funds for our programs.

Your contribution will play a crucial role in the success of this event and positively impact our community. We are immensely grateful for any support you can provide.



CONTACT

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.

For more information please contact:

Ken Rabb
Epilepsy Association of Calgary
#120, 6835 Railway Street SE
Calgary, Alberta T2H 2V6
Telephone: (403) 230-2764
email: ken@epilepsycalgary.com

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