

The Purple Ball

MARCH 21, 2020 | THE FOUR SEASONS HOTEL

CORPORATE SPONSORSHIP PROPOSAL



WHY PURPLE?

Purple is the powerful color we wear to raise awareness of lupus. So put on a splash of purple and join us for a fun and inspiring evening that raises funds to support The Lupus Foundation of America, Heartland Chapter's programs of research, education, support and advocacy.



HAVE A BALL!

- Cocktail Reception
- Silent & Live Auctions
- Jewelry Raffle
- Wine & Whiskey Pull
- Gourmet Dinner
- Music & Dancing
- Lupus Leadership Award

THE IMPACT OF LUPUS

Lupus is an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with, and a challenge to treat. The symptoms can be severe and highly unpredictable and can damage any organ or tissue, from the skin or joints to the heart or kidneys. **More of your friends, family, co-workers and neighbors live with or are impacted by lupus than you even realize.**

THE LUPUS LEADERSHIP AWARD

The Lupus Leadership Award is presented annually at the Purple Ball to recognize an individual, couple, company or healthcare provider for outstanding support and commitment to improving the quality of life for people affected by lupus.



ANN & AARON JACKSON

This year's award recipients are Ann and Aaron Jackson. Ann is the Director of Marketing for a local senior living technology start-up, Sherpa. Aaron is a Management Consultant for World Wide Technologies.

Ann has been involved with the Lupus Foundation of America Heartland Chapter for many years and serves as a member of the Board of Directors, Chair of the Marketing and Development Committee, and a member of the Purple Ball Committee. Aaron was chair of the Lupus Foundation's WolfRide GranFondo from 2013 to 2017. He is a frequent supporter and volunteer at lupus events.

Ann & Aaron are a dynamic young couple dedicated to raising awareness and funds to support people living with lupus and research to find the cure.

SPONSORSHIP OPPORTUNITIES

























	Presenting Sponsor \$10,000	Premier Sponsor \$7,500	Gold Sponsor \$5,000	Silver Sponsor \$3,000
Table of 10 with VIP Seating	 TWO Tables			
Advertisement in the Program Book	 Inside Front	 Inside Back	 Full Page	 Half Page
Featured on all print materials including Save-the-Date, Invitations and Program Book	 Logo/Name	 Logo/Name	 Logo/Name	 Name Only
Company Logo/Name featured on Event Signage and Slideshow				
Company Logo/Name featured on e-marketing, Purple Ball Website, Heartland Chapter Website and Social Media	 All	 All	 Select	 Select
Name included on Heartland Chapter's Annual Report				

TABLE SPONSORSHIP

VIP Table Sponsor - \$2,300

Reserved Table of 10 with VIP Seating & Half Page Advertisement

Table Sponsor - \$1,750

Reserved Table of 10

TICKETS



VIP Tickets - \$275 each

VIP Seating & a Quarter Page Advertisement



General Admission Tickets - \$175 each

PROGRAM BOOK ADVERTISING

Place an ad in our Purple Ball Program Book which is distributed to all our guests. The Program Book provides a great opportunity to advertise your business, honor or remember a loved one, or congratulate our Lupus Leadership Awardees with a tribute. All ads are black and white (except front and back covers) and must be provided in a high quality digital format. If you are unable to provide an ad in an acceptable format, one can be created for you.

Full Page Ad - \$500 (8.5 x 11)

Quarter Page Ad - \$200 (4.25 x 5.5)

Half Page Ad - \$300 (8.5 x 5.5)

Award Recipient Tribute - \$100 (text only)

Please note that all sponsorships and program ads must be received by the following print deadlines:

Save-the-Date: December 2, 2019 **Invitations:** January 17, 2020 **Program Book:** March 13, 2020

THE POWER OF PARTNERSHIP

The Purple Ball is in its eighth year and has quickly become our largest and most successful fundraising event. Corporate partners have an opportunity to reach a diverse audience of decision makers who are invested in health and wellness.

Purple Ball Attendees

The event attracts some of our region's most influential corporate and civic leaders, medical professionals, and major donors.

lupus.org/heartland

The Heartland Chapter website and Purple Ball website have over 13,500 website visits per year.

Print & e-Messaging

Purple Ball invitations are mailed to over 1,000 households and e-mails are sent to over 5,200 individuals.

Social Media Marketing

The Heartland Chapter is active on social media and purchases ads for the Purple Ball.

- 5,700 Facebook Followers
- 1,200 Instagram Followers
- 800 Twitter Followers



2020 Purple Ball Sponsorship Confirmation

Event Sponsor

- ☐ \$10,000 Presenting Sponsor
- ☐ \$7,500 Premier Sponsor
- ☐ \$5,000 Gold Sponsor
- ☐ \$3,000 Silver Sponsor

Table Sponsor

- ☐ \$2,300 VIP Table
- ☐ \$1,750 Table

Advertisement in Program Book

- ☐ \$500 full page advertisement
- ☐ \$300 half page advertisement
- ☐ \$200 quarter page advertisement
- ☐ \$100 tribute listing text only

Tickets

- ☐ VIP Ticket \$275, please indicate the number of tickets: _____
- ☐ General Ticket \$175, please indicate number of tickets: _____

I am unable to attend but would like to make a donation of \$ _____

Contact Information

Name _____ Company Name _____

Address _____

City/State/Zip _____

Email _____ Phone _____

Please list how you would like your name/company listed in printed materials _____

- ☐ Check payable to the Lupus Foundation of America, Heartland Chapter is enclosed
- ☐ Invoice me

You may also purchase your sponsorship, ads or tickets online at lupus.org/heartland

Email form to: aondr@lfaheartland.org

Mail to: 4640 Shenandoah Ave., St. Louis MO 63110

Questions? 314-644-2222 or 800-958-7876