



**American Red Cross**  
New Jersey Region



# POWER *of the* **purse**

## 2020 Sponsorship Opportunities

Thursday, June 11, 2020  
5:30 pm—9:30 pm  
Lucien's Manor  
Berlin, NJ

The American Red Cross New Jersey Region's Power of the Purse is a unique event where guests enjoy an evening filled with food, friends, networking and shopping. Join us as we hold a silent auction featuring more than 60 fabulous designer bags. Guests will also enjoy photo opportunities, a sweepstakes, and fantastic shopping from local boutiques.

All proceeds benefit Red Cross programs and services.

**Put the Power of Your Purse into Action!**

For more information, please contact  
Aimee Alven, Special Events Manager, at  
[aimee.alven@redcross.org](mailto:aimee.alven@redcross.org) or (609) 819-2093

**[www.redcross.org/powerofthepurse](http://www.redcross.org/powerofthepurse)**



## Power of the Purse Sponsorship Opportunities

	<b>*Hermes Title Sponsor \$7,500</b>	<b>Prada Sponsor \$5,000</b>	<b>Chanel Sponsor \$3,000</b>	<b>Louis Vuitton Sponsor \$1,500</b>	<b>Burberry Sponsor \$1,000</b>
<b>Benefits</b>					
<b>Event Attendance</b>					
Tickets	10 (1 table)	8 (1 table)	6	4	2
Invitation to VIP cocktail hour	✓	✓	✓	✓	✓
<b>Pre-Event Recognition</b>					
Website	Logo	Logo	Logo	Name	Name
Press Release	Name	Name	Name	Name	Name
Marketing Email	Logo	Logo	Logo	Name	Name
Save the Date/Invite	Logo	Logo			
<b>Event Day</b>					
Program Recognition	Full Page Color	Full Page Color	Full Page	Half Page	Name
Other signage	Logo on Sponsor Sign	Logo on Sponsor Sign	Logo on Sponsor Sign	Name on Sponsor Sign	Name on Sponsor Sign
Verbal Recognition	✓				
<b>Post Event</b>					
Press release	Name	Name	Name	Name	Name
<i>RedCross.org/NJ</i> article	Name	Name	Name	Name	Name

## Amenity Sponsorship Opportunities

	<b>*Givenchy Thank You Gift Sponsor \$1,000</b>	<b>*Gucci Gift Bag Sponsor \$1,000</b>	<b>*Dior Decoration Sponsor \$1,000</b>
<b>Benefits</b>			
<b>Event Attendance</b>			
Tickets	2	2	2
Invitation to VIP cocktail hour	✓	✓	✓
<b>Pre-Event Recognition</b>			
Website	Name	Name	Name
<b>Event Day</b>			
Program Recognition	Name	Name	Name

\* exclusive opportunities

### VIP TICKET \$125

Includes VIP cocktail hour

### INDIVIDUAL TICKET \$100

**VIP TABLE \$1,125** \$100 savings!

**TABLE OF 10 \$900** \$100 savings!

### FULL PAGE AD \$200

5" x 8"

### HALF PAGE AD \$100

5" x 4"

Ad deadline is May 29, 2020 Please email print ready ad to [aimee.alven@redcross.org](mailto:aimee.alven@redcross.org). Accepted formats are pdf, jpg, png or eps.



# POWER OF THE PURSE

## 2020 SPONSORSHIP COMMITMENT FORM

### **Sponsor Information** Please print company name as you would like it to appear on printed material:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web-site: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

### **Sponsorship Level** Please check desired sponsorship level(s):

- |   |  |   |  |
|---|--|---|--|
| <input type="checkbox"/> \$ 7,500 Hermes Sponsor        | <input type="checkbox"/> \$ 1,000 Burberry Sponsor | <input type="checkbox"/> \$ 125 VIP Ticket x _____        | <input type="checkbox"/> \$ 200 Full Page Ad |
| <input type="checkbox"/> \$ 5,000 Prada Sponsor         | <input type="checkbox"/> \$ 1,000 Amenity Sponsor  | <input type="checkbox"/> \$ 100 Individual Ticket x _____ | <input type="checkbox"/> \$ 100 Half Page Ad |
| <input type="checkbox"/> \$ 3,000 Chanel Sponsor        | _____ Givenchy TY Gift                             | <input type="checkbox"/> \$ 1,125 VIP Table of 10 x _____ |  |
| <input type="checkbox"/> \$ 1,500 Louis Vuitton Sponsor | _____ Gucci Gift Bag                               | <input type="checkbox"/> \$ 900 Table of 10 x _____       |  |
|   | _____ Dior Decoration                              |   |  |

### **Payment Information:**

- ☐ Pay by credit card      ☐ Check enclosed      ☐ Please bill me

Total Enclosed: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Thank you for your support. We look forward to seeing you on June 11th!**

Please submit sponsorship commitment form and logo/ad (if applicable)

by May 29, 2020 to: Aimee Alven, Special Events Manager at aimee.alven@redcross.org.

\*Logos received after May 29, 2020 may not be included on event day signage and in event program.

Please make check payable to: American Red Cross Attn: Power of the Purse, 209 Fairfield Road, Fairfield, NJ 07004

Tax ID: 53-0196605