



MISSISSIPPI
COALITION AGAINST
DOMESTIC VIOLENCE

Steering Committee

Wendy Mahoney
Executive Director
MCADV

Arian Thigpen
Public Awareness Coordinator
MCADV

Paula Granger
Training and Technical Assistance
Coordinator
MCADV

Alicia Washington
Office Manager/Bookkeeper
MCADV

P.O. Box 4703
Jackson, MS 39296
Toll Free: 1 800 898 3234
Phone: (601) 981-9196
Fax: (601) 981-2501
www.mcadv.org

Dear Potential Sponsor,

The Mississippi Coalition Against Domestic Violence (MCADV) invites you to become a sponsor for the 8th annual *Purple for Peace*. The event will be held October 5, 2017, at the *Hilton Jackson Hotel* from 11:30 a.m. - 1:00 p.m. Purple for Peace is a luncheon that promotes family violence prevention in recognition of National Domestic Violence Awareness Month (October), and celebrates domestic violence survivors, advocates and friends.

MCADV was founded in 1980 by domestic violence shelter programs and other advocates for battered women. We provide support for member shelter programs through training, technical assistance and capacity building; advocate for public policy that supports victims; and seek to change societal attitudes and beliefs through awareness and prevention activities in communities throughout Mississippi.

Each year's event has a different theme. Previous years' themes were "Crossties: Communities Unifying to End Domestic Violence," "Engaging Men in the Effort to End Domestic Violence," and "Engaging the Community to End Domestic Violence." Our dynamic keynote speakers who address these themes have included Kim Gandy, President and CEO of the National Network to End Domestic Violence (NNEDV); Maggie Wade-Dixon, Emmy-nominated WLBT anchor; and author, educator and activist Tony Porter. Each event also honors an individual or organization that has contributed in some way to the effort to end domestic violence in the state of Mississippi.

Proceeds from the event will go to funding our mission of providing training, technical assistance, statewide awareness campaigns.

Should you have any questions or need further information, please contact me or Arian Thigpen, Public Awareness Coordinator, at 601-981-9196.

Thank you for your sponsorship consideration.

Sincerely,

A handwritten signature in purple ink that reads "Wendy Mahoney".

Wendy Mahoney
Executive Director



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Mississippi Coalition Against Domestic Violence
P.O. Box 4703, Jackson, MS 39296

Primary contact: **Arian Thigpen, Public Awareness Coordinator**

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Gulf Coast Women's Center for
Nonviolence, Executive Director

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SPONSORSHIP PACKAGES

PLATINUM SPONSOR

\$10,000.00

- Digital main stage signage
- Exclusive category status
- Logo focus on all ***Purple for Peace*** purchased media (newspaper, magazine, radio, Internet)
- Logo placement on all promotional pieces and collateral material
- Sponsor logo on and link from event website - www.mcadv.org
- Sponsor ad in program (full page)
- Website, e-blasts and social media promotion
- Sponsor name announced at event
- Reserved Seating Area for (6) six
- Inclusion in Friends of the Coalition
- Logo inclusion on Awareness Billboard



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SPONSORSHIP PACKAGES

GOLD SPONSOR

\$5,000.00

- Logo recognition on all ***Purple for Peace*** purchased media (newspaper, magazine, radio, Internet)
- Logo placement on all promotional pieces and collateral material
- Sponsor logo on event website - www.mcadv.org
- Sponsor ad in program (half page)
- Website, e-blasts and social media promotion
- Sponsor name announced at event
- Reserved Seating Area for (4) four
- Inclusion in Friends of the Coalition
- Logo inclusion on Awareness Billboard



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SPONSORSHIP PACKAGES

SILVER SPONSOR

\$1,000.00

- Name recognition on all ***Purple for Peace*** purchased media (newspaper, magazine, radio, Internet)
- Sponsor name on all promotional pieces and collateral material
- Sponsor name on organization website - www.mcadv.org
- Sponsor name on e-blasts and social media promotion
- Sponsor name announced at event
- Reserved Seating Area for (2) two
- Inclusion in Friends of the Coalition
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SPONSORSHIP PACKAGES

COMMUNITY SPONSOR

\$500.00

- Sponsor name on all promotional pieces and collateral material
- Sponsor name on organization website - www.mcadv.org
- Sponsor name on e-blasts and social media promotion
- Sponsor name announced at event
- Reserved Seating Area for (1) one
- Inclusion in Friends of the Coalition
- Logo inclusion on Awareness Billboard

Donations & Contributions

Mississippi Coalition Against Domestic Violence welcomes **ALL** donations & contributions to carry out its overall goal of working to end to domestic violence throughout the state of Mississippi. As a Donor or Contributor you will receive inclusion in Friends of the Coalition, recognition at ***Purple for Peace*** event, as well as a tax deductible receipt for your support.



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Event Target Audience/ Demographics

AGE

0% 1-17
15% 18-25
55% 26-54
30% 55+

GENDER

55% Male
45% Female

RACE

59% Caucasian
37% African-American
1% Asian
1% Asian American
2% Hispanic/ Latino
3% Native American
2% Other

OTHER

10% LGBT
10% Disabled
10% Veterans

HOUSEHOLD INCOME

30% \$75,000 and under
25% \$75,001 - 125,000
25% \$125,001 - \$200,000
10% \$200,001 - 250,000
10% \$250,000+



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SPONSORSHIP AGREEMENT

This agreement is entered into between the Mississippi Coalition Against Domestic Violence (sponsee) and _____ (sponsor). This agreement is entered into under the following terms and conditions:

TERMS OF AGREEMENT:

The sponsee agrees to grant the sponsor the following sponsorship rights based on the specified sponsorship level. **Please check sponsorship level.**

___ **PLATINUM SPONSOR \$10,000.00**

- Digital main stage signage
- Exclusive category status
- Logo focus on all *Purple for Peace* purchased media (newspaper, magazine, radio, Internet)
- Logo placement on all promotional pieces and collateral material
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- Sponsor ad in program (full page)
- Website, e-blasts and social media promotion
- Sponsor name announced at event
- Reserved Seating Area for (6) six
- Inclusion in Friends of the Coalition

___ **GOLD SPONSOR \$5,000.00**

- Logo recognition on all *Purple for Peace* purchased media (newspaper, magazine, radio, Internet)
- Logo placement on all promotional pieces and collateral material
- Sponsor logo on event website - www.mcadv.org
- Sponsor ad in program (half page)
- Website, e-blasts and social media promotion
- Sponsor name announced at event
- Reserved Seating Area for (4) four
- Inclusion in Friends of the Coalition

___ **SILVER SPONSOR \$1,000.00**

- Name recognition on all *Purple for Peace* purchased media (newspaper, magazine, radio, Internet)
- Sponsor name on all promotional pieces and collateral material
- Sponsor name on organization website - www.mcadv.org
- Sponsor name on e-blasts and social media promotion



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- Sponsor name announced at event
- Reserved Seating Area for (2) two
- Inclusion in Friends of the Coalition

___ COMMUNITY SPONSOR \$500.00

- Sponsor name on all promotional pieces and collateral material
- Sponsor name on organization website - www.mcadv.org
- Sponsor name on e-blasts and social media promotion
- Sponsor name announced at event
- Reserved Seating Area for (1) one
- Inclusion in Friends of the Coalition

- ⇒ The sponsorship will be for the Purple for Peace event scheduled for October 5, 2017.
- ⇒ The sponsor agrees to provide the sponsee with the signed agreement, the logo and payment by **July 31, 2017**.
- ⇒ The sponsee will adhere to the specified benefits outlined in the sponsorship package.
- ⇒ In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
- ⇒ Where either party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.
- ⇒ Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.

These terms may be amended in writing upon mutual agreement by both parties.

Signed:

Sponsor: _____ Date: _____

Sponsee: _____ Date: _____