

# Purple Plunge 2025 Event Sponsorship

March 1st, 2025  
Lake Zurich, IL



## Our Mission

The Purple Plunge's goal is to provide financial assistance to those individuals and their families battling cancer to offset day to day living expenses. We can assist with the incidentals such as gas money, childcare, and groceries to name a few.

## Why Purple?

The color Purple (Lavender) represents all types of cancer and its survivors.

## Purple Plunge History

When the Bordenave and Hunt families lost two family matriarchs in 2003 and 2013 respectively, they were inspired to join the fight against this disease. They began to raise money for the American Cancer Society by participating in the Relay for Life Walk. In order to increase donations for the Walk, Paul Hunt organized the "Purple Plunge." On March 15th, 2014, the family along with a group of volunteers and key members of the community, worked together to make the 1st Annual Purple Plunge a reality. On that day, 50 brave souls took the Plunge and raised over \$11,000.

In 2016, we received our official 501(c)(3) nonprofit status. This enables us to direct all monies raised to those residents of our communities who are battling cancer. Paul continues to lead this effort with boundless energy and positivity.

Since that first Plunge our numbers have continued to grow. In 2024, we had 649 plungers, 48 Teams, and 29 sponsors, and raised over \$273,000.



## How can you help?

### Sponsorships \*

We offer four levels of sponsorship. Your generosity will be highlighted on Purpleplunge.org with scrolling information, link to your website, and verbal recognition on the day of the plunge. Specific benefits for each level are listed on the following page.

*\*Under the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Purple Plunge Inc. will not accept sponsorships from political campaigns or candidates.*

### In-Kind Services and Raffle Donations \*\*

Donation of goods and/or services are an excellent way to support the Purple Plunge. The costs associated with hosting the event could be greatly reduced by the generosity of In-Kind donations.

Raffle items are a popular way for businesses to show their support for our cause. The success of the raffle during the Post Plunge Party has grown to be a large part of our fundraising efforts and a favorite among attendees.

*\*\*Benefits for Supporters align with the Sponsorship Levels and are based on your cost of the goods and services provided.*

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#### **EMAIL US:**

info@purpleplunge.org

#### **ONLINE**

www.purpleplunge.org/sponsor-us

#### **BY CHECK:**

Complete the form in this packet and mail to:

**Purple Plunge**

804 Woodbine Cir.

Lake Zurich, IL 60047



## Sponsorship Levels



### **Avalanche \$5,000**

In addition to Glacier benefits:

- Logo on drawstring bags given to plungers
  - Company Banner front and center of entertainment stage
  - Individual recognition on Purple Plunge Facebook
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### **Glacier \$2,500**

In addition to Iceberg benefits:

- 2 individual company banners (1 at beach, 1 at tent)
  - Opportunity to speak prior to or following the Purple Plunge
  - Special recognition by the event MC
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### **Iceberg \$1000**

In addition to Penguin benefits:

- Logo on back of event t-shirt
  - Logo on shared banner to be displayed at the beach and at the tent
  - Perpetual appreciation plaque
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### **Penguin \$500**

- Name on back of event t-shirt
  - Recognition by the event MC when available
  - Logo on Purple Plunge website and Purple Plunge Event website (with link to company website)
  - Sponsor's logo will scroll on individual and team pages
  - Provide promotional item(s) to be placed in registration bag
  - Certificate of appreciation
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**2025 Sponsor Level**

- Penguin (\$500)
- Iceberg (\$1000)
- Glacier (\$2500)
- Avalanche (\$5000)

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Company Name

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Contact Name

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Address

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City State Zip

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Phone Number Email

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**2025 In-Kind Service**

In-Kind Service/Donation refers to donation of goods instead of cash.

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Name

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Phone Number Email

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Donation Value\* \$

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Service or Donation Description:

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*\*Please note, per IRS regulations, establishing a dollar value on donated items is the exclusive responsibility of the donor. Donated services are NOT tax deductible*



**Checks or Credit Card**

Please make checks payable to Purple Plunge and mail to: 804 Woodbine Cir. Lake Zurich, IL 60047