

# THE PURPLE BALL

## *Party Alfresco*

FRIDAY, JUNE 18, 2021 | 6:00 - 10:00 P.M.  
LA VERONA & OLIVA AT THE MARKETPLACE  
4925 DAGGETT AVENUE ON THE HILL IN ST. LOUIS

OPEN BAR, HEAVY APPETIZER BUFFET, WINE & WHISKY PULL,  
LIVE ENTERTAINMENT & ONLINE AUCTION

Join us on the patio at La Verona & Oliva for a reimagined Purple Ball. Inspired by the beauty and charm of Italy, La Verona has large open spaces inside and on two charming outdoor patios, allowing for ample social distancing. City of St. Louis and CDC guidelines will be followed, including masks while indoors, except when eating or drinking.

## SPONSORSHIP OPPORTUNITIES

### PRIMO SPONSOR - \$5,000

- Reserved seating for 12 (two reserved tables for 6 guests) indoor or outdoor
- Reserved parking for 6 cars
- Recognition at the event
- Company logo/name included:
  - o print materials & event signage
  - o event website & Heartland Chapter website
  - o social media

### GRANDE SPONSOR - \$2,500

- Reserved seating for 6 (one reserved table) indoor or outdoor
- Reserved parking for 3 cars
- Recognition at the event
- Company logo/name included:
  - o print materials & event signage
  - o event website & Heartland Chapter website
  - o social media

### BELLISSIMO SPONSOR - \$1,200

- 6 tickets
- Recognition at the event
- Company logo/name included:
  - o print materials & event signage
  - o event website & Heartland Chapter website
  - o social media

### TICKETS - \$150 EACH

*Deadline to be included on invitations is April 12, 2021*

Help Us Solve  
The Cruel Mystery  
**LUPUS**<sup>™</sup>  
FOUNDATION OF AMERICA  
HEARTLAND CHAPTER

# THE POWER OF PARTNERSHIP

The Purple Ball is in its 9th 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 promotes the Purple Ball through ads and posts:

- 6,200 Facebook Followers
- 1,500 Instagram Followers
- 830 Twitter Followers

## Event Sponsor

- \$5,000 Primo Sponsor
- \$2,500 Grande Sponsor
- \$1,200 Bellissimo Sponsor

## Tickets

- \_\_\_\_\_ Tickets at \$150 each
- 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 print \_\_\_\_\_

- Check payable to the Lupus Foundation of America, Heartland Chapter is enclosed (mail to address below)
- Invoice me (email this form to [aondr@lfaheartland.org](mailto:aondr@lfaheartland.org))

## SPONSORSHIP COMMITMENT FORM