

PRESENTED BY

WMFARES
GROUP

THE
PURPLE DAY
GALA

IN SUPPORT OF
EPILEPSY ASSOCIATION
OF THE MARITIMES

Saturday, March 7, 2020

SPONSORSHIP
PACKAGE

THE PURPLE DAY GALA

The Purple Day Gala is our signature fundraiser, providing the core of our financial resources to improve the lives of persons living with epilepsy, their families and their communities. Our annual event presents an opportunity to network with more than 300 leaders in the Corporate, Healthcare, Volunteer and Philanthropic Communities while enjoying a culinary feast and exciting entertainment.

ABOUT EAM:

The Epilepsy Association of The Maritimes (EAM) has been providing services and support for 40 years for persons living with epilepsy, their families and communities. Our mission is to provide education and resources to support persons living with epilepsy, their families, their communities and we support ongoing research. We offer services including epilepsy awareness and seizure first aid education, resources, support, advocacy, service navigation, programming as well as scholarships and bursaries. As a measure of the work we do, in 2019 we educated 7,903 students and staff; 378

employers, provided advocacy for 127 adults, 97 parents of children with epilepsy and 46 seniors throughout the Maritime provinces.

ABOUT PURPLE DAY:

Cassidy Megan, a member of the Epilepsy Association of the Maritimes, founded Purple Day in 2008 at age 8. Motivated by her own struggles with epilepsy, Cassidy's goal is to get people talking about epilepsy in an effort to dispel myths, reduce stigma and let those living with epilepsy know that they are not alone.

Purple Day is celebrated on March 26th each year, on every continent and in over 100 countries. On Purple Day, people around the world are invited to wear purple and host events in support of epilepsy awareness. On June 28, 2012, the Canadian Government passed the Purple Day Act, making March 26th officially Purple Day in Canada. Canada is the only country in the world that has created a Purple Day Act and it is nationally acknowledged.



DATE & TIME

Saturday, March 7th, 2020
6:00pm Event Begins

TICKETS: \$110.00

LOCATION

Westin Nova Scotian
Grand Ballroom
1181 Hollis Street
Halifax, NS



In 2018, Astronaut Ricky Arnold celebrated Purple Day among the stars on the International Space Station.

..... **LIVE AUCTION/SILENT AUCTION + LIVE ENTERTAINMENT**





"Purple Day is a chance for the world to come together and show those living with epilepsy that they are not alone. Supporting the Purple Day Gala and EAM is a chance for you to make a difference in the lives of people living with epilepsy and help make the world a safer and kinder place."

~ Cassidy Megan, Founder of Purple Day

Every day, 42 people are newly diagnosed with epilepsy in Canada. The cause is not known in greater than half of all newly diagnosed cases and currently, there is no cure. Individuals who have epilepsy have high socioeconomic costs associated with their condition including medication costs, lower employment rates and income compared to individuals without epilepsy. Stigma is another cost of living with epilepsy that individuals living with

epilepsy confront on many levels on a daily basis.

One of the core missions of the Epilepsy Association of the Maritimes is to perform education and outreach support to improve the lives of people living in the Maritimes with epilepsy by educating schools, employers, first responders and caregivers about the disorder. The majority of our funding for these activities comes from fundraising initiatives.

STORIES FROM THOSE WE HELP

"That one call to Epilepsy Maritimes was the beginning of a long road and an action plan that was life changing for me and my family. Six months later (after surgery) I am seizure free, living well and enjoying my beautiful family. All because of one phone call and a compassionate response that changed me and my family's life. Our family appreciates and supports Epilepsy Maritimes, for what I know they did for us and what they do for so many!"

~ Jesse V



scan to hear more stories...

SPONSORSHIP LEVELS

SOLD

PRESENTING SPONSOR

\$10,000 per year
3 year commitment

- 2 Tables (10) with your company logo prominently displayed on the table
- Showcased on the front of the program
- Signage at the stage
- Named as Presenting Sponsor on all marketing materials
- Signage at the entrance of the event
- Signage/banner in the reception area
- Showcased on the website
- Signage at the Purple Day Gala Launch party as the presenting sponsor
- Speak at event
- Corporate logo and link will be on all online marketing for a 3 year period
- Full page greeting in event program by your company CEO
- Logo on the revolving video screen
- Personal recognition by our MC

PLATINUM

\$7500

- Table (10) with company logo prominently displayed on the table
- Prominent sponsorship profile on all marketing materials for 2020 including press releases and interviews
- Corporate profile, logo and link on all of our social media for 2020
- Company name and logo will have a ½ page in our program
- Logo on revolving video screen
- Personal recognition by our MC

GOLD

\$5000

- 6 tickets to the 2020 Purple Day Gala
- Corporate profile, logo and link on all social media leading up to the event as one of our proud sponsors
- ¼ page ad in the program
- Logo advertisement on the revolving video screen
- Personal recognition by our MC

SILVER

\$3000

- 4 tickets to the 2020 Purple Day Gala
- Logo listed as one of our proud sponsors on the program and logo on social media leading up to the event
- Logo advertisement on the revolving video screen
- Personal recognition by our MC

BRONZE

\$1000

- 2 tickets to the 2020 Purple Day Gala
- Logo advertisement on the revolving video screen
- Personal recognition by our MC

WWW.PURPLEDAYGALA.COM

FUNDING FOR THESE ACTIVITIES COMES FROM INITIATIVES SUPPORTED BY GOOD CORPORATE SPONSORS AND CARING, COMMUNITY-MINDED PEOPLE.

THE WESTIN
NOVA SCOTIAN
HALIFAX

ANTIMATTER
DESIGN | WEB | PRINT | MARKETING

Lens Method