



PURPLE THURSDAY

PURPLE THURSDAY COMMITTEE

CRP President. Sandi Lougheed
(306) 859-7563
blackstrap99@yahoo.com



BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO

Saskatchewan
Brain Injury Association

Manitoba
Brain Injury Association

Alberta Brain Care Centre
Edmonton, AB

Southern Alberta
Brain Injury Association
Calgary, AB

British Columbia
Brain Injury Association

Brain Injury Association of
Nova Scotia

It is with great pleasure that the Canadian Royal Purple Society invites you to become a part of our **2023 Purple Thursday Main Event**, Thursday, October 19, 2023 at TCU Place in Saskatoon.

Join us for great education, networking opportunities and inspiring presentations. We are excited to announce that **Anna Maria Tremonti, former CBC journalist** and a survivor, is our Guest Speaker for this year's event!

Bring your friends and coworkers out for this unique event raising awareness about the relationship between brain injury and interpersonal violence. The education and awareness presentations will inspire the public, survivors and professionals alike.

We are seeking a major presenting partner in addition to a range of supporters and sponsors to raise much needed funds with the Saskatchewan Brain Injury Association.

The enclosed information outlines the advertising packages which the Canadian Royal Purple groups and Brain Injury Associations across Canada will offer to you in recognition of your support.

I invite you to consider attending and sponsoring the 2023 Purple Thursday event.

You will be supporting the Canadian Royal Purple and Saskatchewan Brain Injury Association's ongoing efforts to prevent brain injury, including concussion, and to improve the lives of survivors and their families.

We appreciate your consideration. If you have any questions, please don't hesitate to contact Sandi Lougheed at 306-859-7563 or Glenda James at 306.692.7242.

We look forward to seeing you at the 2023 Purple Thursday Main Event.

Sandi Lougheed,
Canadian Royal Purple Society

Glenda James,
Saskatchewan Brain Injury Association

When: Thursday, Oct 19, 2023
Education Presentations 9am to 4 pm
Cocktail Reception 6pm | Anna Maria Tremonti
Cash Bar, Silent Auction

Where: TCU Place, Saskatoon

Dress: Business Attire

Tickets: \$100/per person available at sbia.ca

ACQUIRED BRAIN INJURY (ABI) FACTS

- ! 1 in 3 women experience Intimate Partner Violence globally.
- ! 57% of women who reported violence by a partner between 1999 and 2004 also experienced a form of head trauma from being shaken (43%) or from having their head hit against a wall/floor or hard object.
- ! 19% of women who reported violence by a partner between 1999 and 2004 also reported being strangled.

Source: womenatthecentre.com

Your Sponsorship Will Make A Difference.

Purple Thursday is a day to raise awareness about the intersection between brain injury and interpersonal violence with a goal to eliminate it.

Canadian Royal Purple Society (CRPS) has adopted brain injury as their official cause. On Purple Thursday, they will work with brain injury associations and women's groups in their communities across the country to raise awareness about the intersection of brain injury (ABI) and interpersonal violence (IPV).

CRPS is a group of enthusiastic volunteers who on **PURPLE THURSDAY** will add their voices to those of survivors in a call to "STOP the violence".

They will encourage the public to show their support by wearing purple on Purple Thursday. They will share information with their community and its leaders about the harm caused by domestic violence - how it too often causes brain injury - and call for support to survivors.

Care Bags

CRPS will lend their community expertise to raise donations to support brain injury survivors with their fundraising efforts. They will lend their efforts to gather supplies for the "Care Bags" filled with supplies that survivors fleeing violence may not have had time to gather when fleeing the violence. "Care Bags" will be delivered to shelters across the country on Purple Thursday.



Glenda James
Executive Director



SPONSORSHIP OPPORTUNITIES

****NOTE:** Size of all logos and repetition of signage on big screen at event(s) to reflect level of sponsorship.

TITLE SPONSOR: \$25,000

**** Please Note:** One Sponsor Per Category

Purple Thursday Powered by (your business name)

AT THE EVENT:

- Six (6) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.
- Opportunity to bring greetings at the Evening Presentation.
- Verbal recognition during the Purple Thursday VIP reception.
- An opportunity to address the receptions, (5-8 minutes).
- Business name and logo on the 2023 Purple Thursday Pop Up banners at the conference and presentation.
- Inclusion on the display at the education conference and reception.

IN PRINT:

- Inclusion on a page advertisement in all five of CRP provincial AGM booklets and our National AGM booklet.
- Business name and logo to appear in all advertising including free and paid advertising published for the event (posters, brochures, and the recognition on the visual display at the conference, receptions).
- Advertising receipt \$25,000.

ONLINE:

- Credit appearance on the international educational YouTube webinar distribution during and after the conference, to be distributed by the Saskatchewan Brain Injury Association, the Canadian Royal Purple and WomenatthecentrE, Toronto.
- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.

SPEAKER SPONSOR: \$15,000

**** Please Note:** One Sponsor Per Category

Purple Thursday Powered by (your business name)

AT THE EVENT:

- Six (6) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.
- Verbal recognition during the Purple Thursday VIP reception.
- Opportunity to introduce Guest Speaker, Anna Maria Tremonti.
- An opportunity to address the receptions, (5-8 minutes).
- Business name and logo on the 2023 Purple Thursday Pop Up banners at the conference and presentation.
- Inclusion on the display at the education conference and reception.

IN PRINT:

- Inclusion on a page advertisement in all five of CRP provincial AGM booklets and our National AGM booklet.
- Business name and logo to appear in all advertising including free and paid advertising published for the event (posters, brochures, and the recognition on the visual display at the conference, receptions).
- Advertising receipt \$15,000.

ONLINE:

- Credit appearance on the international educational YouTube webinar distribution during and after the conference, to be distributed by the Saskatchewan Brain Injury Association, the Canadian Royal Purple and WomenatthecentrE, Toronto.
- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.



SPONSORSHIP OPPORTUNITIES

**NOTE: Size of all logos and repetition of signage on big screen at event(s) to reflect level of sponsorship.

CONFERENCE SPONSOR: \$10,000

** Please Note: One Sponsor Per Category

Purple Thursday Conference Presented by (your business name)

AT THE EVENT:

- Six (6) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023
- Opportunity to bring greetings at the Conference Opening Session
- Verbal recognition during the Purple Thursday VIP reception
- An opportunity to address the receptions, (5-8 minutes).
- Business name and logo on the 2023 Purple Thursday Pop Up banners at the conference and presentation.
- Inclusion on the display at the education conference and reception.

IN PRINT:

- Inclusion on a page advertisement in all five of CRP provincial AGM booklets and our National AGM booklet.
- Business name and logo to appear in all advertising including free and paid advertising published for the event (posters, brochures, and the recognition on the visual display at the conference, receptions).
- Advertising receipt \$10,000.

ONLINE:

- Credit appearance on the international educational YouTube webinar distribution during and after the conference, to be distributed by the Saskatchewan Brain Injury Association, the Canadian Royal Purple and WomenatthecentrE, Toronto.
- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.

RECEPTION SPONSOR: \$7,500

** Please Note: One Sponsor Per Category

Purple Thursday Reception Presented by (your business name)

AT THE EVENT:

- Four (4) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.
- Inclusion on the display at the education conference and reception.

IN PRINT:

- Inclusion on a page advertisement in all five of CRP provincial AGM booklets and our National AGM booklet.
- Business name and logo to appear in all advertising including free and paid advertising published for the event (posters, brochures, and the recognition on the visual display at the conference, receptions).
- Advertising receipt \$5000.

ON LINE:

- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.



SPONSORSHIP OPPORTUNITIES

****NOTE:** Size of all logos and repetition of signage on big screen at event(s) to reflect level of sponsorship.

SURVIVOR TICKET SPONSOR: \$5,000

**** Please Note:** One Sponsor Per Category

AT THE EVENT:

- Four (4) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.
- Inclusion on the display at the education conference and reception.
- Supplies ticket and Gift Certificate for food breaks for 50 survivors to attend.

IN PRINT:

- Inclusion on a page advertisement in all five of CRP provincial AGM booklets and our National AGM booklet.
- Business name and logo to appear in all advertising including free and paid advertising published for the event (posters, brochures, and the recognition on the visual display at the conference, receptions).
- Advertising receipt \$5000.

ON LINE:

- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.

GOLD SPONSOR: \$5,000

AT THE EVENT:

- Four (4) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.
- Inclusion on the display at the education conference and reception.

IN PRINT:

- Inclusion on a page advertisement in all five of CRP provincial AGM booklets and our National AGM booklet.
- Business name and logo to appear in all advertising including free and paid advertising published for the event (posters, brochures, and the recognition on the visual display at the conference, receptions).
- Advertising receipt \$5000.

ON LINE:

- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.

SILVER SPONSOR: \$2,500

AT THE EVENT:

- Two (2) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.
- Inclusion on the display at the education conference and reception.

IN PRINT:

- Inclusion on a page advertisement in all five of CRP provincial AGM booklets and our National AGM booklet.
- Advertising receipt \$2500.

ONLINE:

- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.



SPONSORSHIP OPPORTUNITIES

****NOTE:** Size of all logos and repetition of signage on big screen at event(s) to reflect level of sponsorship.

BRONZE SPONSOR: \$1,000

AT THE EVENT:

- Two (2) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.
- Inclusion on the display at the education conference and reception.

IN PRINT:

- Inclusion on a page advertisement in all five of our provincial AGM booklets and our National AGM booklet.
- Advertising receipt \$1000.

ONLINE:

- Advertising and links on CRP national website, all CRP provincial websites and the Saskatchewan Brain Injury Association.

PURPLE THURSDAY SUPPORTER: \$500

AT THE EVENT:

- Two (2) tickets to the VIP reception and AMT presentation (VIP seating) on Oct 19, 2023.

IN PRINT:

- Acknowledgement in printed program.
- Advertising receipt for \$500.

SOCIAL MEDIA EXPOSURE



3,000+
Audience



27,000+
Impressions



85,000+
Engagements



2,600+
Link Clicks



PURPLE THURSDAY

2023 Sponsorship

Thank you for supporting Purple Thursday!

Please complete the form below.

Please indicate How You Wish to Sponsor:

- Sponsorship
 - Title Sponsor - \$25,000
 - Speaker Sponsor - \$15,000
 - Conference Sponsor - \$10,000
 - Reception Sponsor - \$7,500
 - Survivor Sponsor - \$5,000
 - Gold Sponsor - \$5,000
 - Silver Sponsor - \$2,500
 - Bronze Sponsor - \$1,000
- Donation (Silent Auction Item or Cash)
- Event Day Volunteer



Date: _____

Company Name: _____ Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone #: _____ Email Address: _____

Please make all cheques payable to:
Canadian Royal Purple Society
PO Box 32021, #3 - 402 Ludlow Street
Saskatoon, SK
S7S 1M7

Thank you for supporting Purple Thursday!

TOGETHER we can make a difference!