

POWER *of the* Purse



Hosted by United Way of the Wabash Valley, Power of the Purse supports early childhood success. Guests enjoy live and raffle auctions featuring sought-after designer handbags and unique experiences. Proceeds help kids across the Wabash Valley start school ready to learn.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$6,000 - Limit: 1

- Premier logo placement on all event materials: pre/post communications, website, event program, presentation slides, podium, on-screen sponsor scroll, press release, and virtual marquee
- Named as Presenting Sponsor in event press release
- Verbal recognition during program & exclusive welcome remarks
- Two front-row premium tables of eight

HANDBAG SPONSOR - \$4,000 - Limit: 3

- Prominent logo placement on pre/post communications, website, event program, on-screen sponsor scroll, and virtual marquee
- Premier handbag raffle sponsor with recognition in all materials
- Verbal recognition during program
- Two premium tables of eight

CROSSBODY SPONSOR - \$2,500 - Limit: 4

- Logo on select event materials: pre/post communications, website, event program, on-screen sponsor scroll, and virtual marquee
- Award sponsorship recognition during program
- Verbal recognition during award presentation
- One premium table of eight

LIVE AUCTION SPONSOR - \$1,500 - Limit: 6

- Logo on auction signage and promotional materials
- Name on pre/post communications, website, event program, and on-screen scroll
- Verbal recognition during live auction
- One reserved table of eight

RAFFLE SPONSOR - \$1,000 - Limit: 15

- Small logo listed on pre/post communications, website, event program, and on-screen sponsor scroll
- Recognition as a Raffle Sponsor in event materials & during drawing
- One reserved table of eight

Supporters contributing under \$1,000 will be recognized in the event program as valued **Friends of Power of the Purse**.

SEPTEMBER 10, 2025
11:00 AM - 1:30 PM

LOCATION

Hulman Center
200 N 8th St, Terre Haute, IN

ABOUT THE EVENT

Power of the Purse is a high-energy luncheon & purse auction supporting early childhood success through United Way's Success By 6. **New this year: we'll honor outstanding advocates with the Early Childhood Champion and Literacy Leader awards—celebrating those helping kids thrive from the start.**



AUDIENCE

Over 300 attendees—including business owners, community leaders, and corporate partners—gather for this vibrant event supporting early childhood success. Sponsors gain visibility with key decision-makers while aligning their brand with a meaningful cause.

Questions?

Contact Martha Thomson

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2025 POWER OF THE PURSE SPONSORSHIP OPPORTUNITIES



**CELEBRATING
30 YEARS OF
IMAGINATION
LIBRARY
WORLDWIDE!**

**IMPACT AT
A GLANCE**

WITH
Dolly Parton's
Imagination Library
Program

WITHOUT
Dolly Parton's
Imagination Library
Program

Book

\$1.47
Average Cost Per Book

\$14.30
Average Retail Cost Per Book

Fulfillment & Postage

\$1.13
Average Cost Per Book
Bulk Discount / Nonprofit Postage

\$4.63
Average Cost Per Book
First Class Postage

Administrative Cost
Database, Support,
Book Selection, Marketing, Etc

\$0.00
Average Cost Per Book

\$3.06
Based on 1500 children using
15/85% admin cost ratio

**TOTAL ANNUAL
COSTS**

\$2.60 / Book x 12 Months
\$31.20

\$21.99/ Book x 12 Months
\$263.88

CURRENTLY ENROLLED

GRADUATED

**TOTAL KIDS SERVED
VIGO & CLAY
COUNTIES**

2,921

1,938