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Dear Friends:

Every October we observe Domestic Violence Awareness Month, and this year is no different. October is the month we have the opportunity to raise our voices in multiple ways, multiple times. The objective of our Purple with a Purpose campaign is simple: raise awareness of domestic violence and raise the funds to support victims and survivors. As our friends and supporters, *we are asking you to play a key role* in the cause against intimate partner abuse.

Demands for our services over the last two years have been unrelenting. We are providing 32% more bed nights and receiving 57% more incoming hotline calls than we did prior to the pandemic. Our clients are facing more complex issues and need longer stays in shelter and more intense counseling to get their next steps in place. Over the last two years, the assistance we have provided for hotel stays, security deposits, rent, food, legal fees, and transportation to ensure clients can move on from violent homes and maintain their independence is a staggering \$1,138,162. Yes, you read that right.

What's the answer to all of this? Awareness. We can't continue this level of work without a larger network of supporters. We need *your* help to spread the word, bring friends along for the ride, and continue to be an ally to victims.

I may have spoken too soon when I said that this year is no different. *It should be and it needs to be, different.* It needs to be bigger and louder. We need you in that sea of purple at the October 23 Jennifer Farber Dulos Memorial Walk to End Domestic Violence. We need our friends and supporters seated next to us at our November 3 Breakfast with Champions when we honor our law enforcement partners and the work they do to save lives. We need you to share our posts and tell a friend. In short, *WE NEED YOU* to make this year different.

Attached for your consideration are our sponsorship opportunities and a list of events we are planning. We hope to see you at some--or all--of them! Please be in touch with Amanda Delaura ([amanda.delaura@intervalhousect.org](mailto:amanda.delaura@intervalhousect.org) or 860-838-8461) to become a sponsor.

Raise voices, raise funds, raise awareness!

  
Mary-Jane

# PURPLE WITH PURPOSE

DOMESTIC VIOLENCE AWARENESS  
MONTH 2022

## Sponsorship Opportunities

### ***Make It [Purple] Rain - \$10,000***

- ❖ Unlimited complimentary tickets for your team at October 23 Awareness Walk
- ❖ Top billing on all event materials and major screen time on October 23 at Dunkin' Donuts Park
- ❖ Opportunity to serve as a banner carrier with Mary-Jane Foster for October 23 Awareness Walk
- ❖ Opportunity to address attendees from the dugout at October 23 Awareness Walk
- ❖ Opportunity for your team to go live with us on social media at October 23 Awareness Walk
- ❖ Vendor table for your company at October 23 Awareness Walk
- ❖ Two designated tables (20 seats) for November 3 Breakfast With Champions
- ❖ Your logo on the Interval House website and featured on a home page slide during the month of October
- ❖ Your logo featured in e-blasts to 2,000+ subscribers during the month of October
- ❖ Designated video post on Interval House's social media from your company representative
- ❖ Your custom post to our social media channels
- ❖ Posts of thanks dedicated to you on Interval House's social media channels during the month of October

### ***Purple Heart Sponsor - \$5,000***

- ❖ 25 complimentary tickets for your team at October 23 Awareness Walk
- ❖ Billing on all event materials and big screen on October 23 at Dunkin' Donuts Park
- ❖ Two designated tables (20 seats) for Breakfast With Champions
- ❖ Your logo on the Interval House website and featured on a home page slide during the month of October
- ❖ Your logo featured in e-blasts to 2,000+ subscribers during the month of October
- ❖ Designated video post on Interval House's social media from your company representative
- ❖ Posts of thanks dedicated to you on Interval House's social media channels during the month of October

### ***Purple Ribbon Sponsor- \$2,500***

- ❖ 20 complimentary tickets for your team at October 23 Awareness Walk
- ❖ Billing on all event materials and big screen on October 23 at Dunkin' Donuts Park
- ❖ Designated table (10 seats) for Breakfast With Champions
- ❖ Your logo on the Interval House website during the month of October
- ❖ Your logo featured in e-blasts to 2,000+ subscribers during the month of October
- ❖ Post of thanks dedicated to you on Interval House's social media channels during the month of October

### ***Purple With A Purpose Partner - \$1,000***

- ❖ 10 complimentary tickets for your team at October 23 Awareness Walk
- ❖ Billing on event materials and big screen on October 23 at Dunkin' Donuts Park
- ❖ Designated table (10 seats) for Breakfast With Champions
- ❖ Your name on the Interval House website during the month of October
- ❖ Your name featured in e-blasts to 2,000+ subscribers during the month of October

To take advantage of all benefits associate with your selection, please contact Amanda Delaura by September 24 at [Amanda.delaura@intervalhousect.org](mailto:Amanda.delaura@intervalhousect.org) or 860-838-8461.

# PURPLE WITH PURPOSE

DOMESTIC VIOLENCE AWARENESS  
MONTH 2022

**Interval House is loud and proud to support victims of domestic violence in their journey to survivorhood. Please join us during the month of October to raise voices, raise funds, and raise awareness!**

Visit <https://intervalhousect.org/dvam> to register for these events and more

## Jennifer Farber Dulos Memorial Walk to End Domestic Violence Sunday, October 23 at 9am Dunkin' Donuts Park, Hartford

Put on your purple and head out to the ballpark for a morning to remember—and coffee and donuts, of course! We will walk in remembrance of victims and have a moment of silence for those lost. After our program, join Chew Chew and Chompers and for family-friendly activities that celebrate survivors and honor those gone too soon. Your registration fee (\$25) provides our clients life-saving services and life-changing options. Our official 2022 Purple with a Purpose t-shirts, doggie bandanas, and yard signs are available for additional cost when you register at <https://intervalhousect.org/dvam>.

## Breakfast With Champions Thursday, November 3 at 8am The Riverview, Simsbury

Rise and shine with us as we salute our men and women in blue, who work with us every day to keep our clients safe. Our decades-long partnerships with law enforcement in the 24 towns we serve ensure life-saving, swift response to help those in peril. Join us at The Riverview in Simsbury on Thursday, November 3 for a scrumptious breakfast and to honor this critical collaboration. Breakfast With Champions is free to attend; a gift of personal significance is requested during the program to support our life-saving services for victims of domestic violence. Mobile payments and checks will be accepted at your table. Advanced registration is required at <https://intervalhousect.org/dvam> to reserve your seat or host your table of 10. Doors open for registration at 7:30am; breakfast is served at 8am; program will conclude by 9:15am.

*Questions about registration? Email Betty at [ereece@intervalhousect.org](mailto:ereece@intervalhousect.org).*