



March 23, 2025 | The Battery Atlanta

Event Information & Sponsorship Packet

Join the Epilepsy Foundation of Georgia and its supporters for an inspiring day of awareness, community, and celebration at The Battery Atlanta! On Sunday, March 23, 2025, we're painting the park purple in honor of those living with epilepsy and their families.

Event Highlights

Exclusive Brunch on the Hank Aaron Terrace

Kick off the day with a delicious brunch in one of Truist Park's most iconic spaces. Enjoy breathtaking views, mingle with fellow supporters and enjoy a visit from some special guests! This is a ticketed event, also includes an exclusive tour of Truist Park.

Community Celebration at the Georgia Power Pavilion

FREE FOR ALL TO ATTEND

Join us at the Georgia Power Pavilion for a family-friendly festival filled with fun activities, entertainment, and opportunities to learn more about epilepsy and celebrate Purple Day. This event is open to all and celebrates the strength, resilience, and unity of our community.

Whether you're coming to honor a loved one, show your support, or simply enjoy a memorable day, Paint the Park Purple promises to be an event to remember. Together, let's raise awareness and make a difference in the lives of those living with epilepsy.



Dear Community Partner,

As a valued partner of the Epilepsy Foundation of Georgia I am asking for your consideration as a sponsor for our new, upcoming event, Paint the Park Purple, on Sunday, March 23, 2025 at The Battery Atlanta. This will be an inspiring day of awareness, community, and celebration aimed to support the 110,000 Georgians living with epilepsy and their families, while raising critical funds to advance our mission. The target audience for this event is patients & their families, caregivers as well as supporters of EFGA. With two opportunities to participate, one ticketed and one free, we hope that our reach is vast and provides a great opportunity for any and all to participate. To make this event possible, we need your support! Please see the event details below and attached you will find the sponsorship level and benefit information. Paint the Park Purple will truly be a day to remember!

This event will be featuring 2 activities:

- An exclusive brunch on the Hank Aaron Terrace - with breathtaking views of Truist Park, special guest appearances, and a tour of the stadium. This will be a ticketed event.
- A community celebration at the Georgia Power Pavilion at The Battery Atlanta, including family-friendly activities, vendors, entertainment, and opportunities to raise awareness for epilepsy! This event will be free to attend and completely open to the public.

As mentioned, we anticipate a large and diverse audience of patients, families, community leaders, and epilepsy advocates from across Georgia, making this an incredible opportunity for your organization to align with a meaningful cause and gain significant visibility.

Attached you will find a sponsorship packet. This will provide details on the various levels and the benefits associated. Please keep in mind with 2 event components there will be levels that include benefits for both efforts, and an option to solely support the community celebration. As a sponsor, your generous contribution will directly support our programs and services that directly impact those in Georgia living with epilepsy.

Thank you for considering this opportunity to join us in raising awareness and celebrating the resilience of those living with epilepsy. I would be delighted to discuss this opportunity further and answer any questions you may have, please feel free to contact me at aly@epilepsyga.org.

We look forward to the possibility of working together in making Paint the Park Purple a resounding success!

Sincerely,

Aly Clift
Executive Director





Sponsorship Opportunities for Hank Aaron Brunch & Paint The Park Purple at Georgia Power Pavilion

Presenting Sponsor - \$50,000

- Tier 1 Logo Placement on the following: event site, printed & digital signage, social media & email communications

Brunch at Hank Aaron Terrace:

- 2 Tables of 10 guests (total of 20 tickets) with preferred seating
- Meet & greet with special guests (guests to be determined closer to event)
- Sole logo placement on event shirt, to be given to brunch attendees and for purchase for all others
- Logo placement on swag bag, provided to all attendees and opportunity to provide brochure and/or giveaway
- Opportunity to speak or provide a short video
- Dedicated slide in presentation shown on screens throughout event

Paint The Park Purple at Georgia Power Pavilion:

- Table, tent & chairs provided with prime visibility
- Verbal acknowledgement on stage & logo displayed on stage
- Inclusion as 'Preferred Vendor' on event passport

Gold Sponsor - \$26,000

- Tier 2 Logo Placement on the following: event site, printed & digital signage, social media & email communications

Brunch at Hank Aaron Terrace:

- Table of 10 guests with preferred seating
- Meet & greet with special guests (guests to be determined closer to event)
- Opportunity to provide brochure and/or giveaway in event swag bag

Paint The Park Purple at Georgia Power Pavilion:

- Table, tent & chairs provided with prime visibility
- Verbal acknowledgement on stage & logo displayed on stage
- Inclusion as 'Preferred Vendor' on event passport

Please note inclusion on printed materials is subject to commitment prior to print deadline.



Sponsorship Opportunities for Hank Aaron Brunch & Paint The Park Purple at Georgia Power Pavilion

Silver Sponsor - \$12,000

- Tier 3 Logo Placement on the following: event site, printed & digital signage, social media & email communications

Brunch at Hank Aaron Terrace:

- Table of 8 guests with preferred seating
- Meet & greet with special guests (guests to be determined closer to event)
- Opportunity to provide brochure and/or giveaway in event swag bag

Paint The Park Purple at Georgia Power Pavilion:

- Table, tent & chairs provided with prime visibility
- Verbal acknowledgement on stage & logo displayed on stage
- Inclusion as 'Preferred Vendor' on event passport

Bronze Sponsor - \$7,500

- Tier 4 Logo Placement on the following: event site, all printed & digital signage, social media & email communications

Brunch at Hank Aaron Terrace:

- Table of 6 guests with preferred seating
- Meet & greet with special guests (guests to be determined closer to event)
- Opportunity to provide brochure and/or giveaway in event swag bag

Paint The Park Purple at Georgia Power Pavilion:

- Table, tent & chairs provided with prime visibility
- Verbal acknowledgement on stage & logo displayed on stage
- Inclusion as 'Preferred Vendor' on event passport



Sponsorship Opportunities for Paint The Park Purple at Georgia Power Pavilion

Purple Power Sponsorship - \$5000

- Tier 5 Logo Placement on the following: event site, PTPP printed signage, social media & email communications
- 2 Tickets to Brunch at Hank Aaron Terrace
- Table, tent & chairs provided
- Opportunity to provide brochure and/or giveaway in event swag bag
- Verbal acknowledgement on stage & logo displayed on stage
- Inclusion as 'Preferred Vendor' on event passport

Community Sponsor - \$1500

- Tier 6 Logo Placement on the following: event site, PTPP printed signage, social media & email communications
- 25% Discount on tickets to Brunch at Hank Aaron Terrace (maximum 2 tickets)
- Table, tent & chairs provided
- Verbal acknowledgement on stage & logo displayed on stage
- Inclusion as 'Preferred Vendor' on event passport

Supporter Sponsor - \$500

- Tier 7 Logo Placement on the following: event site, PTPP printed signage, social media & email communications
- Table, tent & chairs provided
- Verbal acknowledgement on stage
- Inclusion on event passport



Sponsorship Commitment Form

Please take a moment to complete the form to ensure inclusion on all sponsorship benefits. This form may also be completed online, scan the QR code to access or visit epilepsyga.org/PTPP



Name:

Billing Address:

To Be Listed As:
(If other than name)

Email:

Phone:

Method of Payment:

Credit Card/Online

Check Mailed

Invoice Me

Sponsorship Level:

Platinum

Bronze

Supporter

Gold

Purple Power

Silver

Community

