



4th Annual Purple Pants Party Sponsorship Opportunities

The **Ian G. Thompson Foundation** welcomes you to Design a Cure for the 2016 Purple Pants Party on Saturday, November 12th, 1:30 pm to 4:30 pm.

The **Ian G. Thompson Foundation** was established in 2013 and is recognized as a 501(c)3, tax-exempt non-profit. The mission of the foundation is to raise awareness of and funding for pancreatic cancer research in the Greater New Orleans and Southern Louisiana communities.

Why was the foundation established? On March 8th, 2012, Ian G. Thompson, AIA, RIBA, was diagnosed with stage four pancreatic cancer while visiting an emergency room for stomach pain. The first-year survival rate of pancreatic cancer is 20% (the five-year prognosis is 6% survival). Ian was 62 years old, and handed a death sentence.

Diagnosis at stage four is typical because pancreatic cancer is extremely difficult to diagnose before it has advanced when treatment options are limited. The research challenges are to Design a Cure for an advanced cancer and to develop early diagnosis methods to prevent the need to cure advanced cancer.

Ian was fortunate enough to have the means to travel should there be viable treatment options *anywhere*. But not only were there no options, Ian was simply too sick to travel. He was sick from the moment he was diagnosed until the moment he passed away. Plus, the comfort found in our familiar surroundings is undeniable; in the family that welcomes you home, the friends that check-in, the pets to snuggle with. And when you're told you're dying, there's nothing you'd rather do than live the rest of your life with the people you love.

Ian received treatment in New Orleans from Ochsner Cancer Center, passing away on December 30, 2012. His treatment allowed him another birthday with his wife and daughter, another Thanksgiving dinner, and another Christmas meal. He had the opportunity to live his remaining days surrounded by those who loved him because of the treatment he received here in New Orleans.

In Ian's passing, his wife Jane Morgan, PhD, and his daughter Eliana Thompson, setup the foundation to raise funds that would be kept in the local community supporting research efforts that would allow *our* doctors and *our* hospitals to perform much-needed research on pancreatic cancer. The funds support efforts to identify early detection options so treatment may be possible. And support efforts to develop "better" treatment for any stage of pancreatic cancer.

For more information on the **Ian G. Thompson Foundation** and the efforts the foundation is supporting, please visit www.igthompson.org or contact Jane Morgan or Eliana Thompson at info@igthompson.org.

Join us on Saturday, November 12, 2016, from 1:30 pm to 4:30 pm, to Design a Cure.



4th Annual Purple Pants Party Sponsorship Opportunities cont.

The **Ian G. Thompson Foundation** has setup tiered sponsorship levels outlined in the following pages, but please be aware the foundation is open and willing to create customized packets to meet your *specific* budgetary needs.

4th Annual Purple Pants Party Presenting Partner - \$2,500 - one opportunity

Join the Ian G. Thompson Foundation for this exclusive opportunity as the presenting partner of the 4th Annual Purple Pants Party. Your organization will be recognized as the presenting partner:

“4th Annual Purple Pants Party presented by **YOU**”

This partnership will be recognized in the following confirmed outlets and include logo, hyperlink to website, and/or email address wherever possible:

- Print - invitation, e-newsletter (distributed to more than 1,000 individual addresses), press-releases, website, posters, event-/calendar-listings
- Social Media - facebook, twitter, instagram,
- Verbally - announcements, interviews, day-of announcements

25 tickets to attend the 4th Annual Purple Pants Party.

On-site reserved table.

The partnership will also be recognized in additional opportunities as they are identified.

Additional benefits can be negotiated per request of presenting partner.

Musical Sponsor - \$2,000 - two opportunities

New this year, we will welcome a live performer. This is your opportunity to officially sponsor this musical performance, which as you know in New Orleans, get's everyone on their feet and moving!

- Print - invitation, e-newsletter (distributed to more than 1,000 individual), press-releases, website, posters, event-/calendar-listings
- Social Media - facebook, twitter, instagram,
- Verbally - announcements, interviews, day-of announcements

20 tickets to attend the 4th Annual Purple Pants Party.

On-site reserved table.

The partnership will also be recognized in additional opportunities as they are identified.

Additional benefits can be negotiated per request of presenting partner.

Purple Pioneers - \$1,500 - five opportunities

Become a Purple Pioneer and illustrate your support of pancreatic cancer research and the Purple Pants Party. Your organization's logo and name will be listed in the following confirmed outlets:

- Print - invitation, e-newsletter (distributed to more than 1,000 individual), press-releases, website, posters, event-/calendar-listings
- Social Media - facebook, twitter, instagram,
- Verbally - announcements, interviews, day-of announcements

15 tickets to attend the 4th Annual Purple Pants Party.

And any additional opportunities as they are identified.



4th Annual Purple Pants Party Sponsorship Opportunities cont.

Purple - \$1,000 - ten opportunities

The purple movement isn't much of a movement without you! Your organization's name will be listed in the following confirmed outlets:

- Print - invitation, e-newsletter (distributed to more than 1,000 individual addresses), press-releases, website, posters, event-/calendar-listings
- Social Media - facebook, twitter, instagram,
- Verbally - announcements, interviews, day-of announcements

8 tickets to attend the 4th Annual Purple Pants Party.
And any additional opportunities as they are identified.

Plum - \$500 - fifteen opportunities

There's a little plum in every purple, and lots of purple in every plum! Your organization's name will be listed in the following confirmed outlets:

- Print - invitation, e-newsletter (distributed to more than 1,000 individual addresses), press-releases, website, posters, event-/calendar-listings
- Social Media - facebook, twitter, instagram,
- Verbally - announcements, interviews, day-of announcements

4 tickets to attend the 4th Annual Purple Pants Party.
And any additional opportunities as they are identified.

Supporter - \$250 - twenty opportunities

Your organization's name will be listed in the following confirmed outlets:

- Print - invitation, e-newsletter (distributed to more than 1,000 individual addresses), press-releases, website, posters, event-/calendar-listings
- Social Media - facebook, twitter, instagram,
- Verbally - announcements, interviews, day-of announcements

2 tickets to attend the 4th Annual Purple Pants Party.
And any additional opportunities as they are identified.

Remember, customized packets are available to meet your specific needs. Don't hesitate to reach out and ask.

Your sponsorship will be recognized immediately upon receipt of completed commitment form.

To complete your commitment form and make payment online, visit
www.igthompson.org/sponsorship.

Commitment forms accompanied by a check made out to the **Ian G. Thompson Foundation** can also be mailed to:

The Ian G. Thompson Foundation
4916 LaSalle St.
New Orleans, LA
70115



Sponsorships are also tax deductible with the IRS, and you will be provided a receipt and confirmation letter upon receipt of payment.

Contact Eliana Thompson at info@igthompson.org or 504.339.9827, with questions or to discuss customizing a packet.

And don't forget to mark your calendars! The **4th Annual Purple Pants Party** will be held Saturday, November 12, at the Peoples Health New Orleans Jazz Market.



4th Annual Purple Pants Party Sponsorship Commitment Form

Name of Contact:

Level of Sponsorship:

Email address:

Primary phone number:

Secondary phone number:

Name of Company (as it should appear):

Address (including city/state/zip):

General email address (if different than above):

Web address:

Additional Notes:

*Include this form with check to be made out to the Ian G. Thompson Foundation, and mail to
4916 LaSalle St., New Orleans, Louisiana, 70115.*