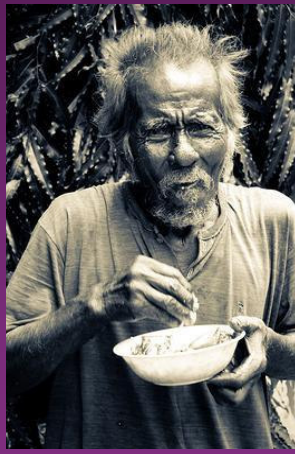


This Purple America



2009 Purple Thanksgiving Ball Sponsorship Packet

2009 "This Purple Thanksgiving Ball"

Greetings,

This.Purple.America Foundation is producing "This Purple Thanksgiving Ball", our second Purple Ball, at the Regent Beverly Wilshire on November 8, 2009, to raise the necessary funds to feed the hungry across America this Thanksgiving.

The concept for **This.Purple.America** Foundation was inspired by the time and work Americans put into President Barack Obama's 2008 Presidential campaign. Our original goal was to celebrate their efforts, and commemorate this historic event, by organizing the "Inaugural Purple Ball". Little did we know that the inauguration of President Obama, and the Inaugural Purple Ball, would play such an integral role in initiating a Purple America movement. The concept of a 'Purple America' from the Inaugural Purple Ball was so well received by the media, many of our political and celebrity participants, and our special guests, that it reminded me of the lives we can change if we come together as a one nation, which spawned the idea to build **This.Purple.America** Foundation.

As we officially launch **This.Purple.America** Foundation through our "This Purple Thanksgiving Ball" and national Thanksgiving community outreach event, we are hoping to start a trend wherein more individuals and organizations reach out with us to help the less fortunate during these tough times. As each of us knows, everyday people in America are going hungry, they are hurting and they have no home to go to. It is my belief that once we are aware that people need our help, and we are capable, we owe it to ourselves to show up and care for one another.

There are many ways you can participate in **This.Purple.America**, from donations and sponsoring events to lending your name or becoming an official member or volunteer. Please join with us in **This.Purple.America** and become part of a solution that puts an end poverty, homelessness and hopelessness in America now.

For more information on how you can participate, please contact me at 310.770.4488 or via email at asal@thispurpleamerica.org.

With gratitude,

Asal Masomi
Founder/President
This.Purple.America



2009 "This Purple Thanksgiving Ball"

About This Purple America

This.Purple.America. Foundation was conceived through the inspirational American story of President Barack Obama. Not only his message of unity and truth touched the hearts of men and women around the world, but his vision also brought so many Americans together as one nation. At the Democratic Convention in 2004 President Obama outlined the true meaning of America stating "There are no red states. There are no blue states. There are the United States of America".

We strive to inspire the most powerful industries in America to work towards a better tomorrow for humanity. Leaders, Artists, Scientists and Pioneers working together to bring hope to the hearts of men, women and children in need from the ground level in America by funding their life changing needs.

This.Purple.America is designed to promote UNITY as a nation and to make every effort to fund the crucial needs of individuals from different backgrounds and hardships. The color PURPLE is a metaphor for bi-partisanship and unity in America. It represents the UNION of the red states and the blue states.



2009 "This Purple Thanksgiving Ball"

About the This.Purple.America Logo



This.Purple.America Foundation's logo was finger painted by the international artist "Davood Roostaei". The two hands represent the Red and Blues states joined together as one nation. The artist chose two left hands, to represent that which we hold dear to our hearts and the symbolic hand shake reminds us of the unity we share.

Davood Roostaei's inspiration comes from an ethereal world, on of magic and mystical secrets. He is the creator of a unique and revolutionary style of painting called Cryptorealism. This method reconciles the major currents of contemporary art, realism and abstraction, and at the same time, spans the bridge between the Orient and the Occident, and a passionate love of images in the West. He is a philanthropist and a champion of causes and has donated to proceeds of expensive paintings for the children of Chernobyl, children hurt in accidents and suffering from vascular disease, Aids assistance programs and the hospice movement.

Cryptorealism is a new art movement based on the dissolution of border between abstract and figurative, but also an art movement deeply linked with Love of humankind.



2009 "This Purple Thanksgiving Ball"

Friends of This.Purple.America



Deidre Hall
Actress

One of America's most beloved actresses, Deidre Hall's career spans daytime, primetime, theater, and film. She has remained a trusted entertainment icon for more than 30 years, bringing a cache of name recognition, reliability and integrity. She believes in herself and she inspires others – from all walks of life – to have faith in their individual abilities and encourages all to follow their dreams and to never give up.

Ms. Hall lives in Santa Monica, California with her sons, David and Tully, and of course, Smudge.



Leticia Van de Putte
Senator

Senator Leticia Van de Putte, a pharmacist for more than 29 years, represents a large portion of San Antonio and Bexar County . A former-five term state representative, she is now serving her fifth term as a Texas state Senator for District 26. In 2003 she became Chair of the Texas Senate Democratic Caucus. Nationally, Senator Van de Putte was nominated as Co-Chair of the 2008 Democratic National Convention and has been actively involved in the National Conference of State Legislatures (NCSL), serving as President from 2006 to 2007. She is now serving on the American Legacy Foundation Board which oversees states' tobacco settlements.



2009 "This Purple Thanksgiving Ball"

2009 Inaugural Purple Ball

In honor of President Barack Obama's historic inauguration, we produced and hosted the **2009 Inaugural Purple Ball**, for which proceeds went to benefit the Eracism Foundation. The Black Tie affair was held in Washington D.C. the night of the Inauguration Ceremony to bring together influential and diverse leaders, politicians and celebrities in honor of bipartisanship and diversity.

The Inaugural Purple Ball Host Committee Included:

- Amy Brenneman
- Ashley Judd
- Brad Silberling
- Josh Lucas
- Kate Walsh
- Patricia Arquette
- Ed Harris
- Amy Madigan



Asal Masomi & Amy Brenneman
2009 Inaugural Purple Ball

Performing live are musical acts:

- Il Divo
- Peter Cincotti



Kate Walsh
2009 Inaugural Purple Ball

Additional Celebrity Guests Included: musician Herbie Hancock, and actors Hill Harper, John Cusack, David Allen Grier, Elizabeth Shue, David Guggenheim, Dionne Warwick and Chris Lowell.



2009 "This Purple Thanksgiving Ball"

Sponsorship Opportunities

PLATINUM - \$25,000

Platinum Sponsors Receive

- 14 Tickets to the Event
- 8 Tickets to the Sponsor Reception
- Platinum Recognition on Event Signage
- Inclusion in Event Sponsor Thank You ads
- Donor Recognition in T.P.A.'s Membership Newsletter

GOLD - \$15,000

Gold Sponsors Receive

- 8 Tickets to the Event
- Gold Recognition on Event Signage
- Inclusion in Event Sponsor Thank You ads
- Donor Recognition in T.P.A.'s Membership Newsletter

SILVER - \$5,000

Silver Sponsors Receive

- 4 Tickets to the Event
- Silver Recognition on Event Signage
- Inclusion in Event Sponsor Thank You ads
- Donor Recognition in T.P.A.'s Membership Newsletter



Naomi Judd
2009 Inaugural Purple Ball



Amy Brenneman
2009 Inaugural Purple Ball



2009 "This Purple Thanksgiving Ball"

Membership Opportunities



Ed Harris & Amy Madigan
2009 Inaugural Purple Ball

FRIEND OF THIS.PURPLE.AMERICA - \$1,000

Friends of This.Purple.America Receive:

- Name display on our website along side our political and celebrity endorsers.
- A signed lithograph print of Davood Roostaei's mater piece "Dream Come True".
- Four year membership to "This Purple America" as our first group of supporters that helped us launch this national initiative.

PURPLE PEOPLE - \$100

Purple People Receive:

- Name will display on our website as our initial supporters under "Purple People"
- A poster of Davood Roostaei's mater piece "Dream Come True".
- One year membership to "This Purple America" as our first group of supporters that helped us launch this national initiative.

As a member of **This.Purple.America.** you will receive our year book, a pair of tickets to our annual Purple Ball (Purple People 50% off), as well as a life time of appreciation from **This.Purple.America.** movement by including you in all our endeavors.



2009 "This Purple Thanksgiving Ball"

Dream Come True by Davood Roostaei



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2009 "This Purple Thanksgiving Ball"

Contact This.Purple.America

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"The pundits like to slice and dice our country into red states and blue States: red states for Republicans, blue States for Democrats. But I've got news for them, too. We worship an awesome God in the blue states, and we don't like federal agents poking around our libraries in the red states. We coach little league in the blue states and, yes, we've got some gay friends in the red states."

-President Barack Obama

