



Welcome to the 5th Annual Frederick County Goes Purple (FCGP)

Last year all 12 Frederick County Municipalities with many city and county buildings were decorated; 7 municipalities had memorial banners displaying lost loved ones up for a week; All 22 Frederick County Middle and High Schools participated; Many businesses, churches and nonprofits “went purple”; Thousands of shirts, lanyards and bracelets were worn; Thousands of postcards were handed out; Over 70+ large banners went up all around the county; “Purple Certified” trainings were held at many businesses, Frederick County Public High Schools and the Frederick Government.

What is FCGP? A grassroots call to action to unify our Frederick County community to reduce substance-related deaths and overdoses. This massive community-wide observance takes place during **National Recovery Month in September** with ongoing training throughout the year, demonstrating that Frederick County supports those in active addiction, recovery, and their loved ones; offers hope and resources; and invests in youth through prevention education.

Why? The death rate from substance abuse continues to worsen. These are our sons and daughters. “National Recovery Month” in September is associated with the color purple. The entire community is encouraged to “go purple” by obtaining training, bringing awareness and understanding of substance abuse disorders, celebrating those living in recovery, and honoring First Responders.

How Can One Participate? There are three ways for individuals, families, community-based organizations, schools and businesses to get involved: This is a Crossed Bridges initiative (www.crossedbridges.com).

- First, most importantly, schedule “Purple Certified” training for your company or organization.
- Second, thank First Responders, decorate, display banners, distribute postcards, obtain merchandise, promote FCGP messages on your social media, and sponsor memorial t-shirt and banner purchases.
- Third, sign up on The Bridge to learn about and help with real-time local needs from Frederick County organizations working with those in crisis throughout the year.

Events Will Take Place During National Recovery Month: A memorial vigil for those who have been lost to overdose on August 31 @Baker Park. Memorials will also be displayed in all municipalities. “In The Street’s” t-shirt give away in downtown Frederick, September 9 @Market St. Social media updates throughout the month.

Benefit of “Purple Certified Training”? Your employees are trained to “lean-in” to safely and intelligently care for friends, family members and co-workers who are in addiction or recovery. You will receive a “Purple Certified” certificate.

How Can I Obtain More Information, Merchandise, or Get Involved? Visit our website at www.FrederickCountyGoesPurple.com or send an email to FrederickCountyGoesPurple@gmail.com. 6/19/2023



Frederick County Goes Purple Sponsorship Form **CO-BRANDING OPTIONS DUE JULY 31st**

Sponsor:

Contact Name:

Contact Email:

Contact Phone:

This year, FCGP is teaming up with [The Bridge](#) to purchase 24 car seats or cribs and mattresses a year to help families getting back on their feet. These must be new, not used, seats due to safety constraints. For \$150 each would you add 2 or 3 of those to your donation this year (SEE BELOW)?

Platinum Co-Branding Level: \$5,000+ (Co-branding means your logo on the banner with FCGP)

- Large Logo displayed on the official banner and website.
- Logo on FCGP Memorial t-shirts
- Special recognition on social media highlights and press releases

Gold Co-Branding Level: \$2,500 or more (Co-branding means your logo on the banner with FCGP)

- Medium logo displayed on the official banner and website.
- Logo on FCGP Memorial t-shirts
- Social media highlights

Silver Co-Branding Level: \$1,000 or more (Co-branding means your logo on the banner with FCGP)

- Small Logo displayed on the official banner and website.
- Logo on FCGP Memorial t-shirts

Bronze Level: \$500 or more

- Logo displayed on website and name on the official banner

Purple Level: \$250 or more

- Name on website and name on the official banner

_____ # OF ADDITIONAL - The Bridge \$150 sponsorships (car seats/cribs - SEE ABOVE)

**Complete and email this Sponsorship Form with your business logo to:
FrederickCountyGoesPurple@gmail.com**

PayPal payments can be made by visiting www.FrederickCountyGoesPurple.com and clicking on Sponsorships.
Checks can be mailed to: Crossed Bridges, P.O. Box 1305, Frederick, MD 21702.
Payable to "Crossed Bridges", memo "Frederick County Goes Purple" or "FCGP".