



PRESENTED BY THE BLACK FAIRY GODMOTHER FOUNDATION

THE PURPLE DIAMOND AWARDS 2026

Elegance. Impact. Change.

OCTOBER 24, 2026 • BROOKSIDE BANQUET • BLOOMFIELD, NJ



OUR STORY

THE FOUNDATION

Founded by Simone N. Gordon

The Black Fairy Godmother Foundation began with one woman's decision to turn her own pain into power. As a single mother and domestic violence survivor who faced every barrier the system could throw at her, Simone N. Gordon knew what it felt like to have nowhere to turn.

So she built the place she wished had existed.

What started as social media posts connecting families in need with communities ready to give has grown into a nationally recognized rapid-response giving movement. Today, the Foundation serves Black and Brown families across the country — delivering emergency housing, food, scholarships, and direct financial relief with the speed and dignity that crisis demands.

We do not just provide relief. We equip families with the tools, connections, and resources to rebuild and sustain stability for the long term.

SIMONE N. GORDON, FOUNDER

Featured on Good Morning America, The Kelly Clarkson Show, ABC News, Forbes, The New York Times, and People Magazine. Recipient of the Tory Burch Empowered Woman Award, the Brawny Giant Award, and the Webby Achievement Award.

"Because when the right support shows up at the right time, everything can change."



*Simone N. Gordon with
Purple Diamond Awards guests*

THIS IS YOUR SEAT AT THE TABLE.



One evening. One room. One chance to align your brand with the most credible community impact story in the region. When your company partners, you are not making a donation. You are making a statement about what your brand stands for.

WHO'S IN THE ROOM



Philanthropic leaders & major donors



Corporate CSR & DEI decision-makers



Government officials & community advocates



Nonprofit executives & board members



Media professionals & community influencers



225,000+

Families
Served



\$2M+

Direct
Support



10+

Years of
Galas



118,000+

Combined
Reach

11TH ANNUAL PURPLE DIAMOND *Awards* 2026 GALA



Simone N. Gordon with corporate partners & supporters

NATIONAL MEDIA & RECOGNITION

The BFGM story has been told on the largest stages in America



Good Morning America



ABC News



The Kelly Clarkson Show



The New York Times



People Magazine



The Hollywood Reporter

ALSO IN: NBC • CBS • Forbes • Parade • Sheen Magazine • NJ.com • Women's Day



WHY LEADING COMPANIES PARTNER WITH BFGM



CSR & DEI ROI
*Documented, Verified,
Reportable*

Every dollar vetted, tracked, and reported — giving your team the proof points for ESG reporting, board presentations, and public-facing communications.



BRAND VISIBILITY
*That Actually
Reaches People*

Co-branded reach across 118,000+ social and newsletter followers, alongside GMA, Forbes, NBC, and The New York Times.



EMPLOYEE ENGAGEMENT
With Real Meaning

Wish List fulfillment, donation drives, and volunteer activations — turnkey opportunities that build culture while delivering direct community impact.



AN EVENING TO REMEMBER

OCTOBER, 24 2026 • BROOKSIDE BANQUET • BLOOMFIELD, NJ



HOST FOR THE EVENING

Vanessa Freeman

Anchor & Reporter, PIX11 News

A trusted voice across the New York metropolitan area, Vanessa Freeman brings grace, warmth, and community to everything she touches. We are honored to have her lead our evening.



LIVE PERFORMANCE

Shanice

Grammy-Nominated R&B Artist

With a voice that has moved generations, Shanice brings her iconic sound to the Purple Diamond Awards stage. Known for timeless classics that have defined R&B, her performance is the crown jewel of our evening.



PAST HONOREES

*Celebrating the leaders who shaped our community
and elevated our mission.*

- ◆ **Andria Mayberry**
Ms. Berry Cares Foundation
- ◆ **Luisa Diaz**
Actress & Luisa Diaz Foundation
- ◆ **Corey Andrew**
Creative by Corey
- ◆ **Chrissy Monroe**
VH1 Love & Hip Hop Star
- ◆ **Ras Baraka**
Mayor of Newark
- ◆ **Chris Weaver**
Season 13 Contestant, NBC The Voice
- ◆ **Kenny Latimore**
R&B Singer
- ◆ **Monifah**
R&B Singer

- ◆ **Antonio Fargas**
Actor
- ◆ **Howard Hewitt**
R&B Singer
- ◆ **Yolanda Yo Yo Whitkaer**
Rapper
- ◆ **Sean Paul**
Grammy Winning Artist
- ◆ **Wendy McLeod-Covey**
Honoree
- ◆ **Stephanie March**
Honoree
- ◆ **Tiffany Evans**
Past Performer/ R&B Singer



Purple Diamond Awards • Past Honoree Photo Gallery

OUR IMPACT

\$2M+ IN DIRECT SUPPORT DELIVERED



5,000+

Families
Angel Food



300

Women
Safe Haven



500

Families
Xmas Wish



200

Women
Mother's Day



6

Mothers
FairyDust



\$3,167

Avg Support
Resilience

ALL-TIME IMPACT

10+ Years of Showing Up

225,000+

Families Served Since Founding

\$2M+

Direct Support

Simone N. Gordon • Founder



OUR PROGRAMS

Six pathways from crisis to stability



ANGEL FOOD ASSISTANCE

Grocery deliveries & food boxes. 5,000+ families in 2025.



SAFE HAVEN EMPOWERMENT

Emergency housing for DV survivors. 300 women in 2025.



FAIRYDUST SCHOLARSHIP

Education funding for single mothers. Awarded Mother's Day.



FIRST BLOOM SUPPORT

Utility assistance + baby essentials for new mothers.



RESILIENCE SUPPORT PROGRAM

Emergency utility & transport for seniors, veterans & disabled.



CHRISTMAS WISH LIST ANGELS

Matching families with donors for holiday support. 500 families.

WHO WE SERVE

Every person met with dignity, urgency, and real support.



SINGLE MOTHERS & CAREGIVERS

Women facing economic instability and limited access to support systems while providing for families.



DOMESTIC VIOLENCE SURVIVORS

Individuals seeking safety and stability after escaping abusive environments — confidential, rapid-response.



FAMILIES IN CRISIS

Households one emergency away from losing everything — shelter, meals, and necessities at risk.



SYSTEM-IMPACTED FAMILIES

Communities disproportionately affected by rising costs, reduced benefits, and systemic barriers.



11TH ANNUAL
PURPLE DIAMOND
Awards
— 2026 GALA —
HONORING EXCELLENCE.
TRANSFORMING LIVES.



ALL CONTRIBUTIONS ARE 100% TAX DEDUCTIBLE
TO THE FULLEST EXTENT PERMITTED BY LAW.

CUSTOM SPONSORSHIP PACKAGES AVAILABLE.



SPONSORSHIP OPPORTUNITIES



COMMUNITY CHAMPION

\$5,000

INCLUDES 6 GUESTS



RECOGNITION & MARKETING

- Logo on event signage
- Recognition from the podium
- One social media feature
- Featured in one email newsletter



EXPERIENCE & HOSPITALITY

- Reserved seating for 6
- Champagne toast
- Passed appetizers
- Plated dinner
- Dessert
- Valet parking
- Gift bags for all guests



IMPACT PARTNER

\$10,000

INCLUDES 10 GUESTS



RECOGNITION & MARKETING

- Logo on step & repeat and event signage
- Full-page Premium Business Spotlight in the Gala Program
- Dedicated sponsor spotlight email
- Business spotlight on event website
- Recognition in press release



EXPERIENCE & HOSPITALITY

- Reserved premium table for 10
- Champagne toast
- Passed appetizers
- Plated dinner
- Dessert
- Valet parking
- Gift bags for all guests
- Professional group photo on the Red-Carpet



BRAND VISIBILITY

Opportunity to place one branded promotional item in guest gift bags



DIAMOND PARTNER

\$25,000

INCLUDES 10 GUESTS



RECOGNITION & MARKETING

- Premier logo placement on all event materials
- Full-page inside cover placement in the Gala Program
- Exclusive Community Business Spotlight (feature article with photo, company story, website & contact information) featured for 12 months
- Three dedicated social media campaigns
- Two email newsletters
- Video interview feature



EXPERIENCE & HOSPITALITY

- Reserved premium table for 10
- VIP arrival & seating
- Champagne toast
- Passed appetizers
- Plated dinner
- Dessert
- Valet parking
- Gift bags for all guests
- Professional group photo on the Red-Carpet



ADDITIONAL BENEFITS

Invitation to exclusive Sponsor Reception
Meet-and-greet with special guests



PRESENTING PARTNER

\$50,000

INCLUDES 10 VIP GUESTS



PRESTIGE & BRAND OWNERSHIP

- Exclusive naming rights: 11th Annual Purple Diamond Awards Presented by Your Company
- Premier logo placement on all materials, invitations, tickets, and digital platforms
- Opening video & 60-second video feature
- Opportunity for CEO/Executive welcome remarks
- Recognition throughout the evening as Presenting Partner
- Exclusive press announcement & media interview



VIP EXPERIENCE

- ★ Premium VIP table for 10
- ★ VIP arrival & red carpet experience
- ★ Private photo opportunity

ALL MARKETING BENEFITS FROM DIAMOND PARTNER PLUS:

- ◆ Title sponsor in all press releases
- ◆ Logo on invitations, tickets, registration page & event website
- ◆ Logo in Foundation thank-you campaign & annual report
- ◆ Custom backdrop branding opportunities



EMERGENCY
HOUSING
ASSISTANCE



UTILITY
ASSISTANCE



FOOD
SECURITY



EDUCATIONAL
SCHOLARSHIPS



FAMILY STABILIZATION
PROGRAMS

*Together, we create magic.
Together, we change lives.*



THANK YOU.

*We look forward to exploring how we can work together
to create lasting change.*

SIMONE N. GORDON, FOUNDER



simone@theblackfairygodmother.org



1-888-308-2112 |  www.theblackfairygodmother.org



225,000+

Families Served



\$2M+

Direct Support



10+

Years of Impact



501(c)(3)

Nonprofit

FEATURING GRAMMY-NOMINATED PERFORMER SHANICE • BROOKSIDE BANQUET, BLOOMFIELD NJ

HOW TO GET STARTED

01

Reach Out

Contact our team directly to discuss your partnership goals and explore the right tier for your company.

02

Customize

We welcome tailored packages — in-kind contributions, multi-year partnerships, and employee engagement activations.

03

Confirm

Secure your sponsorship with a signed agreement and first payment to lock in your placement and benefits.

PAYMENT INFORMATION

Checks payable to:

The Black Fairy Godmother Foundation

Wire/ACH: Available upon request