

2023 Sponsorship OPPORTUNITIES

MISSION: TO RESTORE HOPE TO ABUSED OR TRAUMATIZED CHILDREN AND THEIR FAMILIES

GIVE HOPE

to the nearly 700 children who experience abuse in Blount County each year.

GAIN VISIBILITY

by taking advantage of our numerous marketing opportunities.

HAVE FUN

at all of our unique events, from wining and dining to family-friendly outdoor fun.



Questions about sponsorship?

Contact Marketing & Development Director, [Ashley Fontenot](mailto:afontenot@blountkids.org) via email at afontenot@blountkids.org or call/text at [865.202.3541](tel:865.202.3541)

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It costs

\$1,200

to fund **one** child's journey through New Hope.

1 in 10 children will be abused before their 18th birthday.

Thank you for helping us meet our financial goals so that we can continue providing the services these children will need to heal from abuse.

CHILD ABUSE PREVENTION MONTH

\$5,000 | Multiple activities in April 2023

April is National Child Abuse Prevention Month. This is a time when the community rallies together to raise awareness for child abuse prevention efforts here in Blount County through special events and activities.

- Name / logo on all Child Abuse Prevention Month promotions including:
 - Social media posts throughout the month of April
 - March & April digital newsletters
 - Pinwheel for Prevention yard signage: distributed to nearly 100 area businesses
- Opportunity for presence at all community awareness events throughout the month of April
- Customizable and exclusive opportunities available - please inquire



SPIRITS SPONSOR

\$1,000 | Sponsor wine & spirits needed for 2023 events

Help New Hope acquire wine and spirits needed throughout the year, from the ever-popular Spirits Table (our version of a Wine Pull) at Black Tie & Blue Jeans to event goodie bags and a special open house reception planned for 2023.

3 sponsorship slots available

- Name / logo displayed on Spirits Pull signage
- Name / logo included in social media post for Black Tie & Blue Jeans
- Name / logo included on tags attached to all take-home bottles



HEROES FOR HOPE 5K

Saturday, April 29, 2023 | Maryville Greenbelt Amphitheater



Be a HERO for kids! Join us for our 4th annual Heroes for Hope 5K and Kids' Fun Run. Start the race for child abuse prevention at Maryville's Greenbelt Park Amphitheater and enjoy the rest of your run along the Greenbelt. Our certified 5K course and one-mile Fun Run is a family-friendly event, so all ages are welcome. Get ready for a great time! Your sponsorship is a great opportunity to be a part of a very meaningful Blount County event which attracts serious runners and families alike.

PRESENTING - \$5,000 (1 available)

- Prominent recognition on all promotional materials including registration forms, flyers, signage, and website
- Large logo included on race t-shirts
- 20 entries for 5K (or Fun Run)
- Social media posts with logo
- Tagged in all race-related social media posts
- Opportunity to include marketing material in all swag bags
- Customizable and exclusive opportunities available - please inquire

SUPERHERO - \$3,000

- Recognition on all promotional materials including registration forms, flyers, signage, and website
- Logo included on race t-shirts
- 15 entries for 5K (or Fun Run)
- Social media posts with logo
- Opportunity to include marketing material in all swag bags

HERO - \$1,000

- Logo included on race t-shirts
- 10 entries for 5K (or Fun Run)
- Social media posts with logo
- Name / logo listed on website
- Opportunity to include marketing material in all swag bags

SIDEKICK - \$500

- 5 entries for 5K (or Fun Run)
- Social media posts with logo
- Name listed on website
- Opportunity to include marketing material in all swag bags

BACON AT THE BEAR

Saturday, August 5, 2023 | Dancing Bear Lodge

Spend an evening with us at Dancing Bear Lodge in beautiful Townsend, TN as we enjoy some of the very best food and beverage that Appalachia has to offer. Bacon at the Bear will be the highlight of a special weekend hosted by the Lodge including several activities, demonstrations, and stations focused on Appalachian living. The event will highlight sought-after area chefs and will feature - you guessed it - Benton's Bacon. Attended by all the local "foodies" in the Blount County community, this event is one you don't want to miss!



SIGNATURE - \$8,000 (2 available) or \$15,000 (1 available)

- Weekend-long activity tent(s) named after sponsor with name / logo on tent
- 8 tickets to both Saturday events (can be broken up into 8 day, 8 evening)
- VIP parking, check-in, and reserved seating in VIP room
- 8 special gift packages including Benton's Bacon and top-shelf bourbon
- Exclusive meet-and-greet with special guests before evening event begins
- 2 specialty drink tickets per person + passed wine in VIP room
- Invitation to attend and participate in pre-scheduled media spots
- Logo / name on New Hope website and in digital newsletter
- Special shout-out on New Hope social media
- Logo / name in Dancing Bear's digital newsletter (37K email addresses)

WHOLE HOG - \$5,000

- 8 tickets to event with VIP parking, check-in, and reserved seating in VIP room
- 8 special gift packages including Benton's Bacon and top-shelf bourbon
- 2 specialty drinks per person + passed wine in VIP room
- Logo / name on New Hope website and in digital newsletter
- Special shout-out on New Hope social media
- Logo / name in Dancing Bear's digital newsletter (37K email addresses)

BABY BACK - \$2,500

- 4 tickets to event with VIP parking, check-in, and reserved seating in VIP room
- 4 special gift packages including Benton's Bacon and top-shelf bourbon
- 2 specialty drinks per person + passed wine in VIP room
- Logo / name on New Hope website and in digital newsletter
- Special shout-out on New Hope social media

TENDERLOIN - \$1,000

- 2 tickets to event with VIP check-in
- 1 special gift package
- Logo / name on New Hope website and in digital newsletter

BLACK TIE & BLUE JEANS GALA

Sunday, November 5, 2023 | RT Lodge



Get ready for Blount County's premier event. Come in your best blue jeans and black tie apparel for an exceptional evening! Enjoy a four-course gourmet meal inspired and prepared by RT Lodge's own award-winning Chef Trevor Stockton. Wine and dine your way through our fabulous silent auction and feel the excitement while bidding on some unique live auction experiences. It is a fantastic evening that gives the gift of hope to the children of Blount County!

SIGNATURE - \$15,000 (1 available)

PLATINUM - \$6,000

- Name / logo included on all event materials including website, social media posts, event displays, and signage
- Name on a reflection walk sign
- 1 reserved table for 10 attendees at event
- 10 complimentary bottles of wine (1 per attendee at table)
- 2 minutes of mic time during Gala dinner program
- Name / logo in printed program
- Special recognition by emcee

GOLD - \$4,500

- Logo included on all event materials including website, social media posts, event displays and signage
- Name on a reflection walk sign
- 1 reserved table for 10 attendees at event
- 5 complimentary bottles of wine (1 per couple at table)
- Name / logo in printed program

SILVER - \$3,000

- Name in printed program
- 1 reserved table for 10 attendees at event
- 1 bottle of champagne provided at table

Menu of Options

Heroes for Hope

- Presenting | \$5,000
- Superhero | \$2,500
- Hero | \$1,000
- Sidekick | \$500

Bacon at the Bear

- Signature | \$8,000
- Whole Hog | \$5,000
- Baby Back | \$2,500
- Tenderloin | \$1,000

Black Tie & Blue Jeans

- Platinum | \$6,000
- Gold | \$4,500
- Silver | \$3,000

Additional Opportunities

- Child Abuse Prevention Month | \$5,000
- Spirits Sponsor | \$1,000

Sponsor Name _____
(As it should appear on recognition)

Marketing Representative _____
(Name & contact info)

Total Amount Due \$ _____

Payment Method & Schedule _____

It costs

\$1,200

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New Hope.

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