

A NIGHT OF SOUTHERN
Elegance
BENEFITTING FAYETTE CARES

2022 SPONSOR PROSPECTUS



FAYETTE
Cares

Greetings,

Thanks to generous donors like you, A Night of Southern Elegance benefiting Fayette Cares raises significant and much-needed funding to help **end homelessness, break the cycle of domestic violence, and create stability from financial crisis for an average of 1,300 people a year.**

With housing, food, and fuel costs skyrocketing, Fayette Cares emergency shelter, food, rent/utility, and domestic violence intervention programs are critical to those trapped in poverty and abuse. Our dedication to making a measurable difference, drives programs to feed the food insecure, bridge the gap from homelessness to stable housing, provide safety from violence, build life skills, and link to critical resources for a brighter future.

These life-changing services are all free of cost. But it costs over \$1,700 per day to maintain the shelter and provide aid. Events like our elegant dinner and auction **A Night of Southern Elegance on Saturday, November 5, 2022** are critical to sustaining the important works of Fayette Cares.

We hope you'll take part in this special event and **respectfully request a donation or sponsorship to continue the life-changing work of Fayette Cares.**

Please use the attached form to confirm your gift or contact us at Donations@FayetteCares.org. Additional event information is available at FayetteCares.org/gala.

Fayette Cares is a 501(c)3 non-profit charitable organization celebrating more than 35 years of award-winning service. To learn more about Fayette Cares, visit FayetteCares.org. For additional information please contact me or our Chief Financial and Operations Officer, Pamela Rose.

Thank you for your consideration and generous donation, which is tax deductible to the fullest extent of the law.

Sincerely,



Alexandra Porto
Executive Director

“Because of your kindness,
we have a chance at a
new life!”

FAYETTE CARES CLIENT

25%

of those we
serve are
children

#1

Domestic Violence
is the #1 call to
law enforcement in TN
& the leading cause of
family homelessness

3k

Your support
distributes
3,000 lbs. of food
each month

SHOWCASE YOUR BRAND

CUSTOM SPONSORSHIP OPPORTUNITIES

Looking for something unique to showcase your brand and your support of Fayette Cares? We are happy to work with you to create something spectacular within your allocated budget. Contact us!

Alexandra Porto
Executive Director
Donations@FayetteCares.org
(901) 465-3802 x 221



SPONSOR ACTIVATIONS

Our sponsors have created unique activations and experiences to interact with gala attendees, showcase new products and network with community leaders, philanthropists, and more.

EVENT REACH

A Night of Southern Elegance is promoted throughout the Mid-South, with an emphasis in Shelby County and Fayette County.

Past events have generated coverage and publicity in media outlets such as the Commercial Appeal, Memphis Business Journal, RSVP Magazine, WMC-TV Channel 5, and more.

2k

Website
Visitors

4.5k

Page
Views

3.6k

Email
Subscribers

4k+

Social Media
Followers

DIAMOND SPONSOR

\$25,000

EVENT BENEFITS

- **Premium event tickets for 16 guests** including a four-course dinner, specialty wines and beer, and more
- Your name or company name will be displayed during the event
- Showcased sponsorship recognition during dinner presentation

MARKETING BENEFITS

- Premium sponsorship recognition in invitation
- Showcased pre and post event advertising
- Advertising in program - 4 page spread
- Promotional insert in event giveaways to guests
- Premier web link - recognition on Fayette Cares home and event pages
- Quarterly custom social media promotions
- Showcased in email marketing with custom message and agency newsletters
- Online auction advertisement

OPAL SPONSOR

\$15,000

EVENT BENEFITS

- **Premium event tickets for 16 guests** including a four-course dinner, specialty wines and beer, and more
- Your name or company name will be displayed during the event
- Showcased sponsorship recognition during dinner presentation

MARKETING BENEFITS

- Premium sponsorship recognition in invitation
- Showcased pre and post event advertising
- Advertising in program - 4 page spread
- Promotional insert in event giveaways to guests
- Premier web link - recognition on Fayette Cares home and event pages
- Custom social media promotions
- Showcased in email marketing with custom message
- Online auction advertisement

SPONSORSHIP OPPORTUNITIES

Confirm your sponsorship by Sept. 30 for maximum exposure.

BECOME A SPONSOR

To become a Sponsor, please complete the form on the last page and email to:

Donations@FayetteCares.org

PLATINUM SPONSOR

\$10,000

EVENT BENEFITS

- **Premium event tickets for 16 guests** including a four-course dinner, specialty wines and beer, and more
- Your name or company name will be displayed during the event
- Showcased sponsorship recognition during dinner presentation

MARKETING BENEFITS

- Featured sponsorship recognition in invitation
- Showcased pre and post event advertising
- Advertising in program - 3 page spread
- Promotional insert in event giveaways to guests
- Premier web link - recognition on Fayette Cares event page
- Social media promotions
- Showcased in email marketing
- Online auction advertisement

GOLD SPONSOR

\$7,500

EVENT BENEFITS

- **Premium event tickets for 8 guests** including a four-course dinner, specialty wines and beer and more
- Your name or company name will be displayed during the event
- Showcased sponsorship recognition during dinner presentation

MARKETING BENEFITS

- Featured pre and post event advertising
- Advertising in program - 2 full page ad
- Promotional insert in event giveaways to guests
- Premier web link - recognition on Fayette Cares event page
- Social media promotions
- Showcased in email marketing
- Online auction advertisement

SPONSORSHIP OPPORTUNITIES

Confirm your sponsorship by Sept. 30 for maximum exposure.

BECOME A SPONSOR

To become a Sponsor, please complete the form on the last page and email to:

Donations@FayetteCares.org

SILVER SPONSOR

\$5,000

EVENT BENEFITS

- **Premium event tickets for 8 guests** including a four-course dinner, specialty wines and beer, and more
- Your name or company name will be displayed during the event
- Showcased sponsorship recognition during dinner presentation

MARKETING BENEFITS

- Showcased pre and post event advertising
- Advertising in program – 1 page ad
- Premier web link - recognition on Fayette Cares page
- Social media promotions
- Showcased in email marketing
- Online auction advertisement

BRONZE SPONSOR

\$2,500

EVENT BENEFITS

- **Event tickets for 4 guests** including a four-course dinner, wine and beer, and more
- Showcased sponsorship recognition during dinner presentation
- Showcased sponsorship recognition on digital presentations

MARKETING BENEFITS

- Featured pre and post event advertising
- Advertising in program – 1/2 page ad
- Premier web link - recognition on Fayette Cares event page
- Social media promotions
- Showcased in email marketing
- Online auction advertisement

SPONSORSHIP OPPORTUNITIES

Confirm your sponsorship by Sept. 30 for maximum exposure.

BECOME A SPONSOR

To become a Sponsor, please complete the form on the last page and email to:

Donations@FayetteCares.org

SPONSORSHIP OPPORTUNITIES

Confirm your sponsorship by Sept. 30 for maximum exposure.

COPPER SPONSOR

\$1,000

MARKETING BENEFITS

- **Event tickets for 2 guests** including a four-course dinner, wine and beer
- Acknowledgment during dinner presentation
- Advertising in program - 1/3 page ad
- Web link - recognition on Fayette Cares event sponsor page
- Included in email marketing

EVENT SPONSOR

\$500

MARKETING BENEFITS

- Recognition in program
- Web link - recognition on Fayette Cares event sponsor page
- Included in email marketing

SUPPORT SPONSOR

\$250

MARKETING BENEFITS

- Recognition in program
- Web link - recognition on Fayette Cares event sponsor page

BECOME A SPONSOR

To become a Sponsor, please complete the form on the last page and email to:

Donations@FayetteCares.org

SPONSORSHIP FORM

SPONSOR INFORMATION

Information may be displayed at the event or online auction.

Sponsor Listing for Signage: _____

Sponsorship Level: _____ Contribution: \$ _____

Sponsor Contact: _____

Business Phone: _____ Cell Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____

Website: _____

Referred By: _____

I wish to have my gift remain anonymous.

PLEASE MAKE CHECKS PAYABLE TO Fayette Cares | PO Box 326, Somerville, TN 38068

PLEASE SUBMIT FORM via one of the following methods:

EMAIL Donations@FayetteCares.org **FAX** (901) 466-9934

MAIL Fayette Cares, PO Box 326, Somerville, TN 38068



THANK YOU FOR YOUR SUPPORT

Confirm your sponsorship by Sept. 30 for maximum exposure.

Questions, suggestions or to reserve your seat, please contact us.

Pamela Rose

Chief Financial and
Operations Officer
(901) 465 3802 Ext. 223
Finance@FayetteCares.org

Alexandra Porto

Executive Director
(901) 465 3802 Ext. 221
Donations@FayetteCares.org