

2020 RENEWAL HOUSE THANKSGIVING FUNDRAISING LUNCHEON

IT'S GROWING SEASON.



Renew the whole person.
Restore a life.

Tuesday, November 10, 2020 | 12:00 PM - 1:00 PM
VIRTUAL EVENT: FINAL DETAILS TBA
Possibly pre-event and post event activities (TBA)

Autumn is a time to give thanks for our families and loved ones.

The same is true of the women and their children going through addiction treatment at Renewal House.

To restore their lives and reach their fullest potential, our families need a level of consistent, specialized care and nurturing support not typically found in conventional treatment programs.

We are grateful for your investment in Renewal House to help our mothers and their children live their best lives.

Thank you for giving our families a brighter future.

2020 SPONSORSHIP OPPORTUNITIES



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2019 ATTENDEE PROFILE

Renewal House Thanksgiving brings together Middle Tennessee's business and philanthropic community, raising critical funds to provide specialized addiction treatment for women and their children. In 2019, Renewal House had 24 Companies and Foundations participate in the Renewal House Thanksgiving Luncheon. Of the 390 individual donors, 44% are business owners or executives in the Middle Tennessee area, while 31% are business professionals.

Renewal House Thanksgiving allows Renewal House to reach new friends and donors each year. Last year, Renewal House reached 153 new donors (39%) through Renewal House Thanksgiving! Sixty percent (60%) of attendees live in a top 10 affluent Middle Tennessee zip code, with 37% living in the top five. More than 32% of attendees reside in 37215, 37205 or 37027. These zip codes have a median average age of 43.5 years old, and median average income of \$107,833 annually.

SPONSOR OF NEW BEGINNINGS - \$25,000

Presenting Sponsor

The presenting sponsor will receive the highest level of recognition and brand exposure to our attendees. This is an **EXCLUSIVE** sponsorship.

- The event will be promoted as "Renewal House Thanksgiving Presented by YOUR COMPANY".
- Premier placement of your logo will be included with event marketing and media materials, including save the date, e-blasts, press releases, social media posts, public relations and advertising initiatives.
- Your representative shares with the audience why you support Renewal House (3 minutes, pre-filmed)
- Premier logo placement on RenewalHouse.org's event page with a hyperlink to your company website.
- Verbal recognition during the event.
- Opportunity to provide your company's branded pens for after-event mailing.
- Logo visibility on screen during the event
- Opportunity to provide your company's signage in corner of screen at Renewal House Thanksgiving (11/10/20).
- Host one (virtual) table at Renewal House Thanksgiving Luncheon (11/10/20).

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SPONSOR OF HOPE - \$10,000

- Prominent placement of your logo/name on select event marketing and media materials, including save the date, e-blasts, and social media posts.
- Your representative records a segment to include during the event, sharing with the audience why you support Renewal House (2 minutes, pre-filmed)
- Your company logo will be featured on RenewalHouse.org's event page with a hyperlink to your company website.
- Logo visibility on screen during event.
- Host one table at Renewal House Thanksgiving (virtual) Luncheon (11/10/20)

TABLE SPONSOR - \$2,500

- Your logo/name on event marketing materials, including save the date, e-blasts, and social media posts.
- Your company logo will be featured on RenewalHouse.org's event page with a hyperlink to your company website.
- Logo visibility on screen during the event.
- Host one (virtual) table at Renewal House Thanksgiving Luncheon (11/10/20).

SPONSOR OF STRENGTH - \$5,000

- Your logo/name on select event marketing and media materials, including save the date, e-blasts, and social media posts.
- Your company logo will be featured on RenewalHouse.org's event page with a hyperlink to your company website.
- Logo visibility on screen during the event.
- Host one (virtual) table at Renewal House Thanksgiving Luncheon (11/10/20).
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TABLE CAPTAIN

- Recognition as a Table Captain featured on RenewalHouse.org's event page.
- Host one table at Renewal House Thanksgiving (virtual) Luncheon with a fundraising goal of \$2,500 (11/10/20).

Size and frequency of recognition is dependent upon sponsor level

All sponsors and event attendees are invited to tour Renewal House.
Contact us to schedule your tour today.



THANK YOU for your participation in our signature fundraising event, Renewal House Thanksgiving. We look forward to seeing you!



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2020 SPONSORSHIP AGREEMENT

- Exclusive Presenting Sponsor of New Beginnings (\$25,000)
- Sponsor of Hope (\$10,000)
- Sponsor of Strength (\$5,000)
- Table (virtual) Sponsor (\$2,500)
- Table (virtual) Captain on November 10, 2020
- We are unable to be a sponsor this year. Please accept our tax-deductible donation of \$ _____.
- NEW:** We pledge \$ _____ to match gifts made during the event

Company/Organization Name: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Company Address: _____

Payment enclosed Please invoice us

Please charge my credit card (circle one): VISA MasterCard AMEX Discover

Name on Card: _____ Expiration Date: ____/____/____ CVC: _____

Card Number: _____ Billing Zip Code: _____

Thank you for your investment! Please complete this form and return to Chelsea Spence.

P.O. Box 280356 | Nashville, Tennessee 37228

Phone: (615) 255-5222 ext. 106 | giving@renewalhouse.org

In an effort to provide the best representation of your company, please provide a high resolution logo and one line descriptive sentence about your company when returning this form.

RenewalHouse.org

Specialized addiction treatment for women and their children.