



2022 Event Sponsorship Packet

Dear Community Partner,

A Step Ahead Foundation of East Tennessee is delighted to host our first outdoor concert event benefiting access to reproductive healthcare for low-income women in East Tennessee. We invite you to partner with A Step Ahead East to reduce poverty among local women by helping them get “a step ahead” in planning their health, families, and futures.

Our mission is to empower women with knowledge and access to Long-Acting, Reversible Contraception (LARC) and eliminate the cost barrier – allowing each woman to achieve her life goals without having to handle an unplanned pregnancy. Through the generous support of our donors and community partners, we have been able to educate over 7000 people and provide over 1400 LARC, preventing over 250 unplanned pregnancies.

This year, A Step Ahead Foundation of East Tennessee has set a goal to raise \$15,000 at this event, which will directly benefit health education and access to LARC. But we need your help to make a difference in the lives of thousands of women and their families in East Tennessee. You can help us reach our goal by becoming an event sponsor and/or by purchasing tickets to share this special evening with friends and family.

In the materials attached, you will find more information about the ways you can partner with us. If you or your company are interested in supporting this impactful event, please contact me at taylor@astepaheadeasttn.org, or (865) 657-8372 x2.

Thank you for your consideration.

With gratitude,

Taylor Phipps

Executive Director



Sponsorship Benefits

| | Presenting | Host | Official | Supporting | In-Kind |
|-------------------------------------------------------|------------|---------|-----------|------------|-----------|
| Commitment | \$5,000 | \$2,500 | \$1000 | \$500 | " |
| Sponsor Limit | 1 | 2 | Unlimited | Unlimited | Unlimited |
| Event Recognition | | | | | |
| Event Tickets | 6 | 5 | 4 | 2 | 2 |
| Logo recognition on Event Signage | Y | Y | Y | Y | Y |
| Promotional Outreach | | | | | |
| Logo & link on website | Y | Y | Y | Y | Y |
| Exclusive Facebook and Instagram Recognition Posts | Y | Y | Y | Y | Y |
| Logo recognition in Pre-event E-blasts | Y | Y | Y | Y | Y |
| Feature in E-Newsletter | Y | Y | Y | | |
| Name recognition in A Step Ahead East's Annual Report | Y | Y | Y | Y | Y |
| Inclusion in all public announcements to press | Y | Y | Y | Y | Y |
| Recognition on Event Invitation* | Y | Y | Y | | |

** Sponsor's name and logo will be included on the event invitation provided the sponsor logo and/or name are submitted to A Step Ahead Foundation of East Tennessee at least 3 weeks prior to printing.*