



NOT SO 
Silent Auction

Northside Neighborhood House
2024 Not So Silent Auction Sponsorship Opportunities

Hello!

We're celebrating our 100th Anniversary this year and we invite you to join the fun!

On Thursday, October 3, 2024, we will gather at the Chattanooga Convention Center for our 17th Annual Not So Silent Auction. Keely and Matthias Anderson will chair this year's event to support the Northside Neighborhood House.

The Not So Silent Auction is a unique event that drew nearly 600 people in attendance last year. This weeknight event offers a casual atmosphere where adults of all ages have the opportunity to participate in a fun and lively auction. With over 100 items up for grab, as well as a robust silent auction, there is something for everyone!

The proceeds generated from the Not So Silent Auction enable the Northside Neighborhood House to persist in its mission of supporting community members as they strive for stability and self-sufficiency.

We invite you to support the mission and experience the excitement as a sponsor in 2024!

Event Audience

Young professionals to retired executives

CEOs to community leaders

Charity supporters, socially conscious and community-minded

Brand Visibility

Save the Date/Invitation
Expected Audience:
700 - 800+

E-Blast/Newsletter
Expected Audience:
10,400

Social Media
Followers/Expected
Audience: 10,000+

Event Program
Expected Audience:
600+

Sponsorship Opportunities

	Presenting	Good Neighbor	High Five	Hand Up
Cost	\$10,000	\$7,500	\$5,000	\$2,500
# of Tickets	20	10	10	10
Program Ad	Inside cover	Full page	Half page	Quarter page
Social Media Mentions	12 + 1 Reel	8 + 1 Reel	5	2
Seats & Table Location	20 Center Stage Front	10 Stage Front	10 Stage Front	10 Second Row
Naming Rights	Entire event	Food Stations, Registration, Dessert Station, etc.		
VIP Experience				
Valet				
Event Signage				
Screen Recognition				
Invitation Recognition	Logo	Logo	Logo	Name only
Table Service				
Time On-Stage				

Unique Marketing Opportunities

BAR SPONSOR

\$6,000

- Signage at the bar
- Branded cocktail napkins
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



VALET SPONSOR

\$6,000

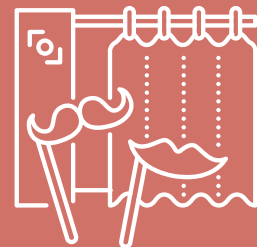
- Logo on valet ticket
- Branded water bottle tag
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



PHOTO BOOTH SPONSOR

\$6,000

- Logo on photos taken at event
- Signage at the photo booth area
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



VIP EXPERIENCE SPONSOR

\$6,000

- Onstage presence during VIP Experience
- Entryway signage during cocktail hour
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



Unique Marketing Opportunities

WINE & BEER PULL

\$5,000

- Onstage presence to pull winning tickets/announce winners
- Signage at display
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



BOURBON PULL

\$5,000

- Onstage presence to pull tickets
- Signage at display
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



HEADS OR TAILS

\$3,000

- Onstage presence to assist in coin toss
- Logo on fans
- Reserved Seating for 4 attendees + VIP Experience + Valet
- Recognition in program (name only)



FIRST NUMBER CALLED

\$3,000

- Onstage presence to present gift to first number called
- Reserved Seating for 4 attendees + VIP Experience + Valet
- Recognition in program (name only)



How does the auction work?

- ① Guests receive a unique number upon arrival.



- ② Item is announced and is given a bid amount, typically under \$20, based on its value.

- ③ If a guest wants to bid on the item called, they put the cash amount in the bowl on their table.



Then the fun begins...

- ④ Everyone who bids competes by raising their number to get the auctioneer's attention!
*dance around, wear a fun hat, etc.

- ⑤ At a random time, cymbals clash and the last number called wins the item!



About the NNH

For 100 years, the Northside Neighborhood House has provided hope, empowerment, stability, and opportunity for our neighbors north of the Tennessee River. Our mission has remained the same for a century—to create relationships with and connect neighbors to resources to support their path to stability and opportunity. The Northside Neighborhood House has been a steadfast resource to our neighbors for 100 years and looks forward to providing for the evolving needs of our community for the next 100 years. We invite you to join the journey!



Thrift Stores

Our stores fund organizations and give back to the community. Dozens of partner agencies give those in need vouchers to buy clothing and furniture.



CommUNITY Schools

We partner with school administration to meet the physical, social and emotional needs of the school community. We serve over 6,500 students in 10 schools in Hamilton County.



Stability

We serve our neighbors with direct financial assistance when they face a crisis. We also connect people with the resources they need to thrive.

We provide a hand up through
education and assistance.



Sponsorship Commitment Form

(Please Print)

Sponsor/Company Name: _____

Contact Name: _____

Contact Information: _____

Street Address: _____

City/State/Zip: _____

Email: _____

Phone: _____

Please check your preferred sponsor level:

Presenting Sponsor (\$10,000) <input type="checkbox"/>	Good Neighbor Sponsor (\$7,500) <input type="checkbox"/>	Bar (\$6,000) <input type="checkbox"/>
Valet (\$6,000) <input type="checkbox"/>	Photo Booth (\$6,000) <input type="checkbox"/>	VIP Experience (\$6,000) <input type="checkbox"/>
High Five Sponsor (\$5,000) <input type="checkbox"/>	Beer and Wine (\$5,000) <input type="checkbox"/>	Bourbon Pull (\$5,000) <input type="checkbox"/>
Heads and Tails (\$3,000) <input type="checkbox"/>	First Number Pulled (\$3,000) <input type="checkbox"/>	Hand Up Sponsor (\$2,500) <input type="checkbox"/>

Payment Preference

Check (please send invoice) Credit Card (please send donation link)

Other: _____

Please indicate an individual within your company that we may coordinate with for sponsorship/amenities:

Name: _____ Title: _____

Email: _____

Company Facebook: _____

Company Instagram: _____

Company LinkedIn: _____

For more information, please contact Jenny Stripling: jstripling@nnhouse.org