

# 2023 Sponsorship Opportunities





# Hello!

We're celebrating our Sweet 16 this year, and we invite you to join the fun!

Join us for our 16th annual Not So Silent Auction on Thursday, October 19, 2023 at the Chattanooga Convention Center. Megan and Chad Goodman will chair our annual 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. Held on a Thursday night, the event offers a casual atmosphere where individuals of all ages and stages of life can participate. With over 100 auction items up for grabs, attendees have the opportunity to win items through a lively interactive auction, as well as through a traditional silent auction.

The funds raised through the Not So Silent Auction allow the Northside Neighborhood House to continue its work of walking alongside neighbors in their journey to live in stability and independence.

We invite you to join the fun as a sponsor in 2023!

*Our Audience:*

Young Professionals to retired executives

CEOs to community leaders

Charity supporters, socially conscious and community-minded

*Marketing Strategy:*

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

E-Blast/Newsletter  
Expected Audience:  
9,600

Social Media  
Followers/Expected  
Audience: 10,000+

Event Program  
Expected Audience:  
600+

# Sponsorship Opportunities

	Presenting	Good Neighbor	High Five	Hand Up
Cost	\$10,000	\$7500	\$5000	\$2500
# of Tickets	20	10	10	10
Program Ad	Inside cover	Full page	Half page	Quarter page
Social Media Mentions	12	8	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	✔			



# Naming 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

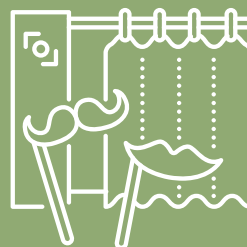
- Logo on valet ticket
- Branded water bottle tag
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



## 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
- Entry way signage during cocktail hour
- Reserved Seating for 6 attendees + VIP Experience + Valet
- Recognition in program (name only)



# Naming 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 winning tickets
- Signage at display
- Reserved Seating for 4 attendees + VIP Experience + Valet
- Recognition in program (name only)



## HEADS OR TAILS \$3,000

- Onstage presence to host in coin toss & logo on fan
- Logo on fan
- 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 When guests arrive, they're each given a unique number.



- ② An item is announced, and it's given a small bid amount based on its value,



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



Then the fun begins...

- ④ When the auction begins, everyone raises their number and does whatever they can to get the auctioneers' attention!

- ⑤ At a random time, a volunteer will clash cymbals. Whoever's number was the last one called, wins that item!





# About the NNH

Since 1924, the Northside Neighborhood House has focused on empowering residents north of the Tennessee River to create thriving communities across northern Hamilton County. From ensuring individuals are housed with working utilities to supporting students in achieving academic success, the NNH focuses on creating relationships and connecting individuals to supports that aid them in creating stability for themselves and their families.



## Thrift Stores

Our stores fund our organization, and they give back. 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 are in 5 schools, serving over 2500 students.



## 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: \_\_\_\_\_

*For more information, please contact Jenny Stripling: [jstripling@nnhouse.org](mailto:jstripling@nnhouse.org)*