



Northside Neighborhood House 2025 Not So Silent Auction Sponsorship Opportunities



Hello!

Get ready to ignite your night! On **October 23, 2025**, we will be taking over The Signal for the 18th Annual Not So Silent Auction, led by Mike and Lorrie Holland!

The Not So Silent Auction draws around 500 attendees for an unforgettable night of bidding in the fun and lively auction. With over 100 items up for grab, as well as a robust silent auction, there is something for everyone!

All dollars raised power Northside Neighborhood House's mission of supporting our neighbors through education and assistance on their path to stability. We invite you to join us and sponsor the excitement in 2025!

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:
800 + individuals

NNH Newsletter
Expected Audience:
14,000 contacts

Social Media
Followers/Expected
Audience: 16,000
followers across three
platforms

Event Program
Expected Audience:
500+

2025 Sponsorship Levels

| Sponsorship Levels | Tickets | Printed Media | Amenities | Social Media |
|--------------------------------|--------------------------------|--|--|---|
| \$10,000 – Presenting | 20 tickets Priority Seating | <ul style="list-style-type: none"> • Inside cover program ad • Logo on invitation • Signage at event and on table • On screen logo | <ul style="list-style-type: none"> • Naming rights for entire event • VIP Early Entry • Valet • On stage opportunity • Table service | <ul style="list-style-type: none"> • 6 social media mentions • 1 reel |
| \$7,500 – Good Neighbor | 10 tickets Priority Seating | <ul style="list-style-type: none"> • Full page program ad • Logo on invitation • Signage at event and on table • On-screen logo | <ul style="list-style-type: none"> • VIP Early Entry • Valet • On stage opportunity • Table service • Naming rights for select event area | <ul style="list-style-type: none"> • 4 social media mentions • 1 reel |
| \$5,000 – High Five | 10 tickets Priority Seating | <ul style="list-style-type: none"> • Half-page program ad • Logo on invitation • Signage at event and on table • On-screen logo | <ul style="list-style-type: none"> • VIP Early Entry • Valet • Table service | <ul style="list-style-type: none"> • 2 social media mentions |
| \$3,000 – Hand Up | 10 tickets Priority Seating | <ul style="list-style-type: none"> • Quarter page program ad • Name on invitation • Signage on table • On-screen logo | <ul style="list-style-type: none"> • Valet | <ul style="list-style-type: none"> • 1 social media mention |

Unique Marketing Opportunities

| | | | | |
|---------------------------------|------------|---|--|---|
| \$6,000 – Bar Sponsor | 10 tickets | <ul style="list-style-type: none"> • Signage on bar • Branded cocktail napkins • Name in program | <ul style="list-style-type: none"> • VIP Early Entry • Valet | <ul style="list-style-type: none"> • 2 social media mentions |
| \$6,000 – Valet Sponsor | 10 tickets | <ul style="list-style-type: none"> • Logo on valet ticket • Logo on thank you gift • Name in program | <ul style="list-style-type: none"> • VIP Early Entry • Valet | <ul style="list-style-type: none"> • 2 social media mentions |
| \$6,000 – VIP Experience | 10 tickets | <ul style="list-style-type: none"> • Event signage • Name in program • On-screen logo | <ul style="list-style-type: none"> • VIP Early Entry • Valet | <ul style="list-style-type: none"> • 2 social media mentions |
| \$6,000 – Bourbon Pull | 10 tickets | <ul style="list-style-type: none"> • Signage at display • Name in program • On-screen logo | <ul style="list-style-type: none"> • Onstage presence to select winners • VIP Early Entry • Valet | <ul style="list-style-type: none"> • 2 social media mentions |
| \$3,000 – Photo Booth | 5 tickets | <ul style="list-style-type: none"> • Logo on photos taken at booth • Name in program | <ul style="list-style-type: none"> • Valet | <ul style="list-style-type: none"> • 1 social media mention |
| \$3,000 – Heads or Tails | 5 tickets | <ul style="list-style-type: none"> • Logo on “fans” • Name in program | <ul style="list-style-type: none"> • Onstage presence to select winners • Valet | <ul style="list-style-type: none"> • 1 social media mention |

Benefits

Join us as a valued sponsor for the 18th Annual Not So Silent Auction. Your support shows your commitment to helping our Chattanooga neighbors not only find stability, but also thrive. Together, we'll experience an unforgettable event, amplifying your brand, connecting you with the community, and make a lasting impact on our neighbors.

Beyond amenities listed for each sponsorship level, the following are additional benefits for your support.

Enhanced Brand Visibility:

Gain recognition through event promotions, signage, and media coverage.

Community Impact & Corporate Social Responsibility (CSR):

Strengthen brand reputation by supporting a meaningful cause.

Employee Engagement & Volunteer Opportunities:

Encourage team-building and employee satisfaction through hands-on involvement in the Northside Neighborhood House's work in our community.

Networking & Business Development:

Connect with other sponsors, community leaders, and potential clients.

Positive Public Relations:

Generate goodwill and positive media coverage by aligning with a respected nonprofit.

Targeted Marketing:

Reach a specific audience aligned with corporate values and goals.

Impact & Social Change:

Directly contribute to meaningful community impact and long-term positive change.

Custom Sponsorships Available!

Looking for a unique way to get involved? We're happy to tailor a sponsorship package that aligns with your company's goals.

Contact: Jenny Stripling, Chief Development Officer
jstripling@nnhouse.org 423-602-9224

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 Northside Neighborhood House

For more than 100 years, Northside Neighborhood House has focused on providing holistic support for our neighbors of all ages north of the Tennessee River, offering a hand up for a brighter future. Through sustainable solutions and community empowerment, we provide support and create opportunities for our community to learn, connect, and thrive.

We invite you to join the journey!



Thrift Stores

Our stores help fund our important work and give back to the community. NNY partners with dozens of partner agencies to provide their clients with 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 and empower them for the future. We also connect people with the resources they need to thrive.

We offer a hand up for a brighter future!

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"/> | VIP Experience (\$6,000) <input type="checkbox"/> | Bourbon Pull (\$6,000) <input type="checkbox"/> | Valet (\$6,000) <input type="checkbox"/> |
| Bar (\$6,000) <input type="checkbox"/> | High Five (\$5,000) <input type="checkbox"/> | Heads & Tails (\$3,000) <input type="checkbox"/> | Photo Booth (\$3,000) <input type="checkbox"/> | Hand Up (\$3,000) <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: _____

☐ We will not be using our table benefit. Please donate our table/seats.

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

Mailing address: 211 Minor St, Chattanooga, TN 37405

