

# 2022 Sponsorship Proposal



**Legal Aid Society**

PRESENTS

# BREAKFAST OF CHAMPIONS

April 6, 2022 | 8 AM | Virtual

[las.org](https://las.org)

For over fifty years, the Legal Aid Society of Middle Tennessee and the Cumberlands has advocated for fairness and justice under the law.

By offering free civil legal representation and educational programs, we are able to help low-income and vulnerable Middle Tennesseans receive justice and protect their well-being, while supporting opportunities to overcome poverty.

## WHAT WE DO

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Legal Aid Society is Tennessee's largest non-profit law firm. 41 attorneys provide legal assistance and community education in 48 counties, with hundreds of private attorneys providing pro bono services through our Volunteer Lawyers Program.

Our work is organized through five Practice Groups focusing on specific needs within our community:

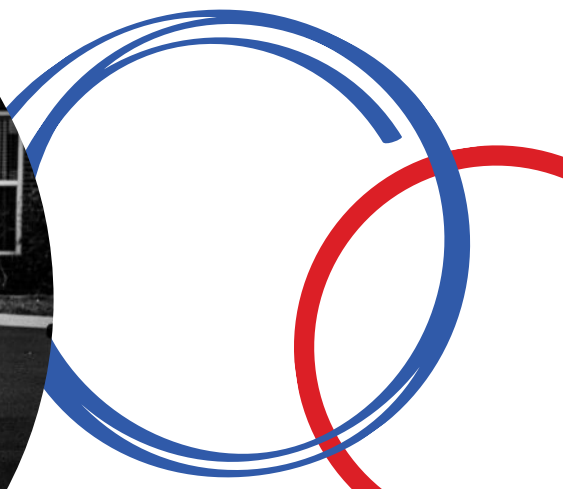
- Consumer Protection
- Employment
- Family and Domestic Violence
- Health, Income, and Education
- Housing

## ABOUT THE BREAKFAST OF CHAMPIONS

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The Breakfast of Champions is our signature fundraising, networking, and mission awareness event. This event brings together Middle Tennessee's legal community and business leaders in support of Legal Aid Society of Middle Tennessee and the Cumberlands.

The funds raised at this event will directly impact the low-income and vulnerable communities of Middle Tennessee by providing free community education and legal representation against illegal evictions, domestic violence, predatory lending, and elder abuse.



“ Legal Aid has helped protect my family, they helped me file for divorce, they helped me get food.

**They help try to build you up mentally and push you on when you're down and there's no place to go.**

-Marsha, former LAS client



**I don't think it could be any clearer just how important Legal Aid is to Tennessee and our community.**

Because Legal Aid is here, our neighbors in need have somewhere to turn. Because Legal Aid is here, our neighbors have an ally, a tireless champion dedicated to ensuring they have access to justice.

-Trey Reliford



**The Legal Aid Society became my CHAMPION when no one would listen to my voice.**

The advocates at the Legal Aid Society empowered me to be a Champion and continue to give my son the life he deserves – a life that is happy, social, secure, and most importantly independent.

- former LAS client, Paula



From my perspective, Legal Aid Society embodies those verses from Proverbs 31:8-9 whereby they truly, 'Speak out on behalf of the voiceless, and for the rights of all who are vulnerable ... Speak out in order to judge with righteousness and to defend the needy and the poor.'

**LAS is a strong voice – a devoted advocate - for those disadvantaged and underserved in our community.**

-Suzanne Hartness



# PREMIUM SPONSORSHIP LEVELS

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## Presenting Sponsor \$10,000

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- Recognized as “Breakfast of Champions presented by (your business)”
- Pre-recorded 60-second speaking role at the event to welcome guests
- Shoutout as Presenting Sponsor during live program in chat
- Digital ad to be emailed to all guests
- Listing in press release + media alert
- Logo on event invitation
- Virtual Table with 10 guests
- Special gift for each of your guests prior to the event
- Sponsor Spotlight- “Why I give” segment during event
- Recognition and corporate logo prominently displayed during the live program
- Corporate logo and name recognition included in pre/post event presentations
- Corporate logo and name recognition included in pre/post event print and electronic advertising
- Logo on event web page with a link
- Logo on livestream viewing web page

## Platinum Sponsor \$5,000

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- Recognized as “official sponsor” of the event
- Listing in press release + media alert
- Logo on event invitation
- Virtual Table with 10 guests
- Special gift for each of your guests prior to the event
- Sponsor Spotlight- “Why I give” segment during event
- Recognition and corporate logo prominently displayed during the live program
- Corporate logo and name recognition included in pre/post event presentations
- Corporate logo and name recognition included in pre/post event print and electronic advertising
- Logo on event web page with a link
- Logo on livestream viewing web page

## OUR MISSION

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*The mission of Legal Aid Society of Middle Tennessee and the Cumberland (“LAS”) is to advance, defend, and enforce the legal rights of low-income and vulnerable people in order to secure for them the basic necessities of life.*

# SPONSORSHIP LEVELS

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## Gold Sponsor

**\$3,000**

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- Virtual Table with 10 guests
- Special gift for each of your guests prior to the event
- Sponsor Spotlight- "Why I give" segment during event
- Recognition and corporate logo prominently displayed during the live program
- Corporate logo and name recognition included in pre/post event presentations
- Corporate logo and name recognition included in pre/post event print and electronic advertising
- Logo on event web page with a link
- Logo on livestream viewing web page

## Silver Sponsor

**\$1,500**

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- Corporate logo and name recognition included in pre/post event print and electronic advertising
- Recognition during live program
- Corporate logo and name recognition included in pre/post event slide presentations
- Logo on event web page with a link
- Logo on livestream viewing web page

## Bronze Sponsor

**\$500**

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- Recognition during live program
- Corporate logo and name recognition included in pre/post event presentations
- Logo on event web page with a link
- Logo on livestream viewing web page



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

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Customize your sponsorship with these a la carte options. **Purchase alone, or combine with one of the above packages—subject to availability.**

A la carte sponsors will receive recognition on the event website and during the live virtual event, name/logo recognition during the pre/post event presentation and logo representation on the livestream viewing web page. \$1,000+ sponsors receive additional special benefits including name and logo representation in pre/post event-related communications

## Special Segment Sponsorships

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Looking to get some special attention to your company, product, or service? Consider sponsoring one of our event segments!

**Fundraising Segment and Host Sponsorship (\$6000)- Only one available!** Sponsor a fun and engaging fundraising appeal segment that will encourage growing support for Legal Aid Society and directly impact hundreds of lives! The fundraising appeal segment will be announced as “Presented by (your company)” and you will enjoy name and logo recognition several times throughout the heavily-engaged segment, in addition to the advertising benefits mentioned above.

## Virtual Event Production Sponsorships

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**Virtual Event Production Team Sponsorship (\$3500)- Only one available!** Help us produce a flawless, high-quality event by sponsoring the services of a professional virtual event production team!

**Video Services Sponsorship (\$2000)- Only three available!** Client videos are one of the most important elements of any non-profit event and you can make an incredible impact by sponsoring visual storytelling services. Each video will be “Presented by (your company)” as you take our guests on an inspiring journey through our clients’ lives.

**Pre-show Welcome Package Sponsorship (\$700)- Only three available!** Help us welcome our virtual guests from across the nation with mailed welcome packages, containing breakfast items, information about the event and branded promotional materials!

**Save the Date and Invitation Sponsorship (\$500)- Only four available!** Spread the word about the 2022 Breakfast of Champions by sponsoring event invitations and save-the-dates! Your logo can land in over 3000 mailboxes by simply helping cover the costs of print and digital invitations. With your help, we can reach more people than ever!

# 2022 Sponsorship Proposal

# Save the Date!

## BREAKFAST OF CHAMPIONS

Wednesday, April 6, 2022

8 AM | Virtual

### Meet our Host: Jennifer Kraus



*Jennifer Kraus is NewsChannel 5's long-time Weekend Morning Anchor and Consumer Investigative Reporter.*

*Middle Tennessee has been waking up with her on Saturday and Sunday mornings and watching her expose unscrupulous businesses and help struggling consumers for more than 20 years.*

*Her consumer investigations have brought about change in practices and laws, and have received multiple honors for Investigative and Consumer Reporting.*

*Your contribution is tax deductible!*

*Legal Aid Society of Middle Tennessee and the Cumberlands is a 501 (c)(3) nonprofit organization.*

**Reserve your Breakfast of Champions Experience today!**

Sponsorships are limited.

For an immediate response, please contact:

Brittany Curry

Director of Development

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**Deadline: February 16, 2022**