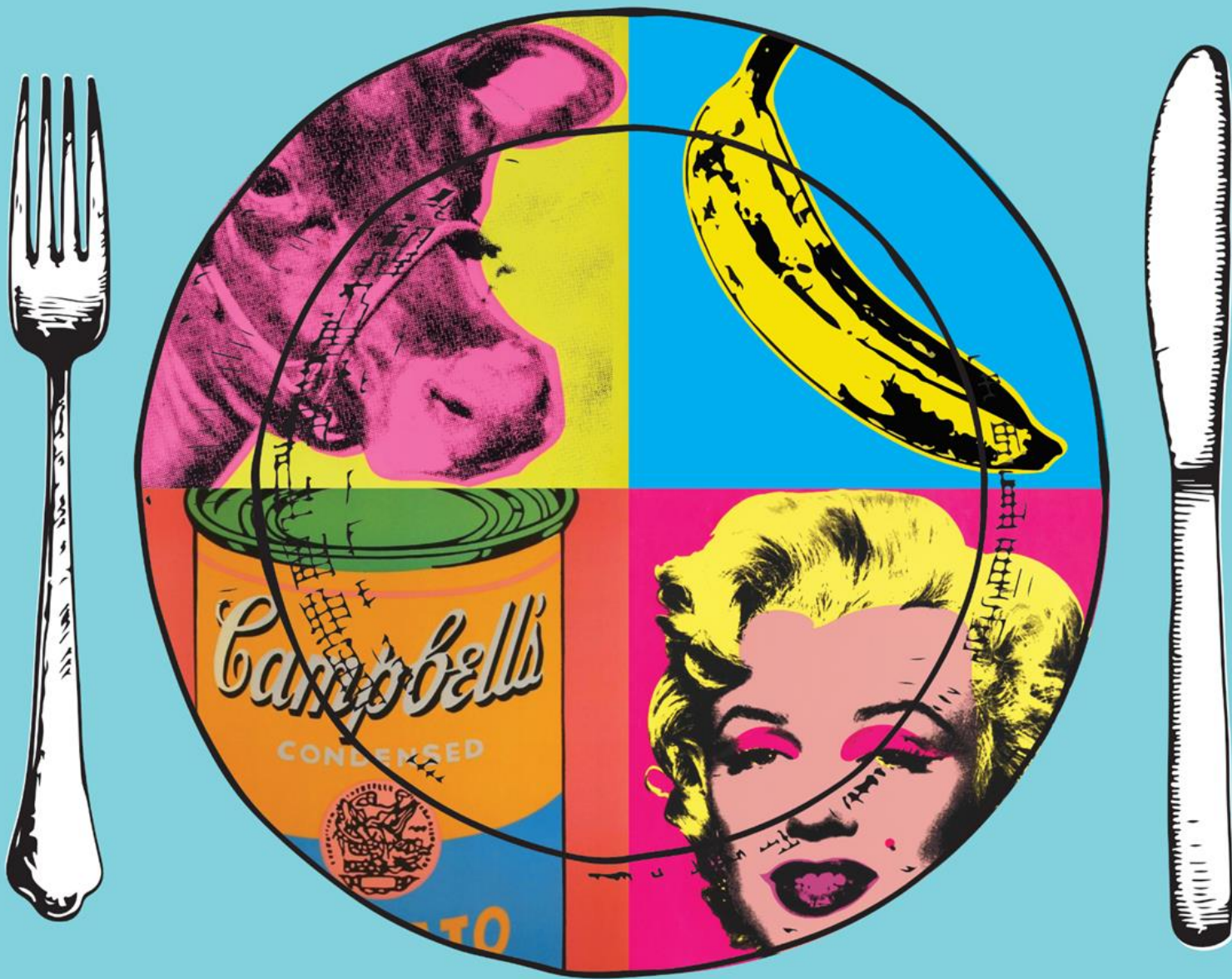


*Farm to Table(auX)*<sup>®</sup>

BENEFITING THE TRAUMA SERVICES AT ERLANGER



**POPI GOES THE WARHOL**

# Erlanger Foundation's Inaugural *Farm to Table(auX)*

September 13, 2024 • 6 – 10 pm

Common House Chattanooga

1517 Mitchell Ave.

Theme: Andy Warhol

Farm to Table(auX) is a unique and highly creative fundraising event that playfully unites the widely popular Farm-to-Table culinary trend with a contemporary interpretation of the “tableaux vivants” (living pictures) from French theater - dramatic visual depictions using carefully posed actors in costume, appearing in sets adorned with vibrant props and scenery.

## GUEST PROFILE

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community- minded

Creative, outside-the-box thinkers

Community Advocates

Enjoy wine, creative cocktails and unique cuisine

On average, guests donate/spend \$200-\$600 per event





## ABOUT US

The Erlanger Foundation, a 501©(3) nonprofit organization, is the fundraising arm of Erlanger Health. As the region's essential hospital, Erlanger provides accessible, high-quality care for all, including the most vulnerable. As our region's academic, tertiary hospital, we offer a range of medical subspecialties and care innovations unmatched in this area.

### OUR MISSION

We compassionately care for people by engaging the community to drive philanthropic and volunteer support.

### OUR VISION

We will empower exceptional healthcare in our community as the premiere philanthropic asset.

### CORE PROGRAM AREA

As southeast Tennessee's only Level I Trauma Center designated by both Alabama and Tennessee, Erlanger provides the highest level care for critically ill and traumatically injured patients and is the comprehensive resource for a 63-county service area. This means Erlanger is ready to provide the most complex and highly specialized trauma care 24/7.

### IMPACT BY NUMBERS

- 1,178,185 Ambulatory Visits
- 123,315 Emergency Room Visits
- 6 Life Force Helicopters
- 7 Emergency Departments

### QUESTIONS AND CONTACT:

Taylor Hurley-Henson  
Director of Development Special Events  
423-778-4803  
[Taylor.Hurley@Erlanger.org](mailto:Taylor.Hurley@Erlanger.org)  
[Erlangerfoundation.org](http://Erlangerfoundation.org)



# MARKETING STRATEGY

**Printed Save-the-Date:** A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. Expected audience: 4,000

**Virtual Invitation:** The full-color event invitation will be emailed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details.

**Newsletters/E-Promotions:** Newsletters will be emailed to the entire network of the Erlanger Foundation's supporters.

**Webpage:** The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

**Social Media:** With an audience of over 44K spread across social media outlets, Erlanger Foundation will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

**Event Program:** Distributed to all attendees at the event, the program includes event details, sponsor recognition, Erlanger Foundation's program information, and live and silent auction item descriptions. Expected Audience: 288

**+ MUCH MORE!**



# \$25,000 EXCLUSIVE PRESENTING SPONSOR

## PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- A \$25,000 investment in Erlanger Foundation
- Exclusive recognition as Presenting Sponsor with name or logo incorporated into Farm to Table(aux) event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save the date and event invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns reaching Erlanger Foundation followers
- Link to your company website from the Erlanger Foundation and FTT websites
- Invitation for company representative to address audience with welcome remarks during seated program (1 min)
- Prominent signage at event
- Dedicated social media thank you post
- Opportunity to place a premier item in swag bags (*event-appropriate items only*)
- Logo listing in all Times Free Press ads for event
- Logo in Erlanger Foundation's newsletter after the event
- First right of refusal for presenting sponsor of the 2025 FTT Event
- Two prominent VIP tables with seating for 12 guests



# \$15,000 EXCLUSIVE PHILANTHROPY SPONSOR

## PHILANTHROPY SPONSORSHIP BENEFITS INCLUDE:

- A \$15,000 investment in Erlanger Foundation
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates (*when secured by marketing deadline*)
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) Erlanger Foundation followers
- Prominent signage at the event
- Dedicated social media thank you post
- Opportunity to place a premier item in swag bags (*event-appropriate items only*)
- Logo listing in all Times Free Press ads for event
- Logo in Erlanger Foundation's newsletter after the event
- First right of refusal for philanthropy sponsor of the 2025 FTT Event
- Prominent VIP table with seating for 6 guests



# \$12,500 TABLE(AUX) VIVANT SPONSORS

## *\$12,500 TABLE(AUX) VIVANT SPONSORS (4 Available)*

- A \$12,500 investment in Erlanger Foundation
- Celebrate the theme of the evening by sponsoring one of our unique table(aux)s that will keep our guests entertained and on their toes during the Soiree portion of the evening. One of the most unique and highly anticipated components of the event, your logo will be sure to stand out alongside this art come to life.
- Logo displayed on signage next to your sponsored Table(aux)
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, signage, e-blasts, printed program slideshow
- Dedicated social media thank you post
- Opportunity to place a premier item in swag bags (*event-appropriate items only*)
- Logo listing in one (1) Times Free Press ad
- Logo in Erlanger Foundation's newsletter after the event
- First right of refusal for Table(aux) Vivant Sponsor of the 2025 FTT event
- Prominent table seating for 6 guests

# \$10,000 PLATINUM SPONSORS

## *One-of-a-Kind Sponsorships*

*Choose from one of the following:*

**BEVERAGE GLASS SPONSOR (1 Available):** See your logo in the hands of all of our stunning Farm to Table(aux) guests! These glasses are used on event day for all wine and beverage samples and guests are invited to take them home to display in their glassware cabinets.

**PADDLE SPONSOR (1 Available):** Who doesn't want to be part of the excitement for the giving moment and live auction? The paddle sponsor guarantees just that! Logo recognition on the paddles that are used during the giving moment and live auction.

**STRIKE A POSE SPONSOR (1 Available):** Get excited as guests "Strike a Pose" in front of a fabulous backdrop. Your logo will receive exposure during the event, but will continue to live on once photos are posted, liked, and shared on social media. Logo recognition on all photos.

### **BENEFITS INCLUDE:**

- Choice of (1) One-of-a-Kind branding opportunity
- Logo placement in some event public relations and advertising initiatives, press releases, and event collateral including programs, social media, signage, and invitations (*when secured by marketing deadline*)
- Logo recognition on event website, e-blasts, and program slideshow
- Dedicated social media thank you post
- Opportunity to place a premier item in swag bags (*event-appropriate items only*)
- Logo listing in one (1) Times Free Press ad
- Logo in Erlanger Foundation's newsletter after the event
- Prominent table setting for 6 guests



# \$7,500 GOLD SPONSORS

## *One-of-a-Kind Sponsorships*

*Choose from one of the following:*

**ARTISAN COCKTAIL STATION SPONSOR (2 Available):** This cocktail station will be the artistic alcoholic creation of the evening that all guests will enjoy! Be the brand they see as they experience these fabulous sips. Logo represented on the cocktail station.

**SWAG BAG SPONSOR (1 Available):** Every guest loves going home with an extra something at the conclusion of an event and your sponsorship will make this happen. Each guest will receive a bag or box with your logo recognition on it that they take home with them at the conclusion of the event! Logo will be placed on one side of a high-quality tote or box.

**VALET SPONSOR (1 Available):** Send guests home with one last message about your company and Erlanger Foundation's mission, printed on a hanging tag that dangles from the rearview mirror. The custom tag includes your logo plus a phrase like "XXX is happy to help Erlanger Foundation achieve their mission to compassionately care for people..." Logo will be presented on hanging tags that will be placed in every valeted car.

### **BENEFITS INCLUDE:**

- Choice of (1) One-of-a-Kind branding opportunity
- Logo placement in event collateral including programs, signage, and invitations (*when secured by marketing deadline*)
- Logo recognition on event website, e-blasts, and program slideshow
- Dedicated social media thank you post
- Opportunity to place a premier item in swag bags (*event-appropriate items only*)
- Logo listing in one (1) Times Free Press ad
- Logo in Erlanger Foundation's newsletter after the event
- Prominent table setting for 6 guests

# \$5,000 SILVER SPONSORS

## *One-of-a-Kind Sponsorships*

*Choose from one of the following:*

**BREWERY STATION SPONSOR (2 Available):** This beer tap station will be the hoppy highlight of the event, where guests can indulge in unique and refreshing brews. Stand out as guests savor the delicious sips. Your logo will be represented at the brew tap station.

**COCKTAIL NAPKIN SPONSOR (1 Available):** Be the logo prominently featured on the cocktail napkins for the event. Every guest needs somewhere to blot their lips after enjoying savory bites and delicious artisan cocktails during the soiree. Logo recognition on napkins.

**HYDRATION SPONSOR (1 Available):** Help our attendees stay hydrated as they enjoy a fabulous evening! With art, food and cocktails tantalizing the senses, water is a must! Logo recognition at the hydration station.

**WINE SPONSOR (1 Available):** The wine sponsor will be the elegant liquid masterpiece of the night that every guest will savor! Your logo prominently featured on wine tags for all table wine at the event! Each table will include two bottles of wine.

### **BENEFITS INCLUDE:**

- Choice of (1) One-of-a-Kind branding opportunity
- Logo recognition on event website, signage, e-blasts, printed program, and program slideshow (*when secured by marketing deadline*)
- Dedicated social media thank you post
- Opportunity to place a premier item in swag bags (*event-appropriate items only*)
- Logo listing in one (1) Times Free Press ad
- Logo in Erlanger Foundation's newsletter after the event
- Prominent table setting for 6 guests

# \$2,500 BRONZE SPONSORS

## *One-of-a-Kind Sponsorships*

*Choose from one of the following:*

**HORS D'OEUVRES STATION SPONSOR (3 Available):** Be the culinary highlight of the evening, offering delectable bites that will leave guests craving for more. As attendees indulge in these delicious appetizers, they will be enamored by the presentation and flavors. Make your brand known with your logo prominently displayed at the hors d'oeuvres station for all to see.

**SWEET TREAT SPONSOR (2 Available):** This dessert will be the delectable sweet treat that everyone will rave about at the event! Be the brand that stands out as guests savor every bite. Your logo prominently displayed on all dessert packaging for maximum exposure.

### **BENEFITS INCLUDE:**

- Choice of (1) One-of-a-Kind branding opportunity
- Logo recognition on event website, signage, e-blasts, printed program, and program slideshow (*when secured by marketing deadline*)
- Dedicated social media thank you post
- Opportunity to place a premier item in swag bags (*event-appropriate items only*)
- Logo listing in one (1) Times Free Press ad
- Logo in Erlanger Foundation's newsletter after the event
- Prominent table setting for 2 guests



## SPONSOR REGISTRATION FORM

- Presenting (\$25,000)  
  Philanthropy (\$15,000)  
  Platinum (\$10,000)  
  Gold (\$7,500)  
  Silver (\$5,000)  
  Bronze (\$2,500)
- Custom \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ payable to Erlanger Foundation Please mail to: 975 E. 3<sup>rd</sup> Street Suite B-508, Chattanooga, TN 37403

Charge my Credit Card for \$ \_\_\_\_\_ Return form via MAIL to: 975 E. 3<sup>rd</sup> Street Suite B-508, Chattanooga, TN 37403

**Please Circle:**                      Visa      MasterCard      AMEX      Discover

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

Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

### CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

### DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship.

Please Contact: Taylor Hurley-Henson at (423) 778-4803 | Taylor.Hurley@Erlanger.org

*\*tax deductibility of donations will be determined after sponsorship is finalized.*