



KNOX HERITAGE

# SCRUFFY CITY SOIRÉE



## 2024 PARTNERSHIP OPPORTUNITIES

# SCRUFFY CITY SOIRÉE

## Event Overview

The Knox Heritage Board of Directors and staff invite you to join us for a special **50th anniversary celebration at the Scruffy City Soirée!**

The Soirée will host 300+ local preservation enthusiasts and business leaders at the **Mill & Mine on Friday, September 20, 2024**. The event will feature live music, delicious food, a whiskey pull, live auction, and, most importantly, it will raise funds for future Knox Heritage preservation projects.

This year, we will honor **John Sanders and Brandon Pace of Sanders Pace Architecture** as **Preservationists of the Year** for their revitalization and historic preservation work in Knoxville.

Join us as a Scruffy City Soirée sponsor in celebration of Knox Heritage's 50th anniversary and help preserve the historic places that make Knoxville a thriving place to live, work, and visit!

**To sponsor the Soirée, contact Lacey Mellott, Director of Development & Communications at (865) 523-8008 ext. 1 or [lacey@knoxheritage.org](mailto:lacey@knoxheritage.org).**

**Have another idea for a marketing partnership? Let us know!**

We are happy to customize benefits to best fit your company's needs.

# TABLE SPONSORSHIPS

## Presenting Sponsorship | ~~\$10,000~~ CLAIMED

(Fair Market Value of benefits received is \$1,000. Only 1 sponsorship available at this level.)

- Premier dinner seating for two tables of eight (16 guests total)
- Champagne service at your tables
- Sponsor recognition in event press releases
- Pre-event recognition – logo placement on event invitations, emails, and postcards
- Series of social media sponsor recognition posts
- Event night recognition – logo placement on step & repeat banner, screens, and signage; from podium
- Company logo and hyperlink featured on Knox Heritage website

## Gold Sponsorship | \$5,000

(Fair Market Value of benefits received is \$750.)

- Preferred dinner seating for one table of eight
- Champagne service at your table
- Pre-event recognition – logo placement on event invitations, emails, and postcards
- Series of social media sponsor recognition posts
- Event night recognition – logo placement on screens and signage; from podium
- Company logo and hyperlink featured on Knox Heritage website

## Silver Sponsorship | \$3,500

(Fair Market Value of benefits received is \$500.)

- Dinner seating for one table of eight
- Series of social media sponsor recognition posts
- Event night recognition – logo placement on screens and signage; from podium
- Company logo and hyperlink featured on Knox Heritage website

## Table Sponsorship | \$2,000

(Fair Market Value of benefits received is \$400.)

- Dinner seating for one table of eight
- Event night recognition – logo placement on screens and signage

# MARKETING SPONSORSHIPS

## Cocktail Reception Sponsor | \$5,000

(Fair Market Value of benefits received is \$350. Only 1 sponsorship available at this level.)

- Four tickets to the Scruffy City Soirée
- Company logo on cocktail napkins
- Exclusive opportunity to name the evening's specialty cocktail
- Series of social media sponsor recognition posts
- Event night recognition – logo placement on signage; from podium
- Company logo and hyperlink featured on Knox Heritage website

## Valet Sponsor | \$5,000

(Fair Market Value of benefits received is \$350. Only 1 sponsorship available at this level.)

- Four tickets to the Scruffy City Soirée
- Company Logo on Valet Station Signage at guest arrival
- Exclusive opportunity to place branded gift in guest cars (ex: branded water bottle)
- Series of social media sponsor recognition posts
- Event night recognition – logo placement on signage; from podium
- Company logo and hyperlink featured on Knox Heritage website

## Photo Booth Sponsor | \$2,500

(Fair Market Value of benefits received is \$150. Only 1 sponsorship available at this level.)

- Two tickets to the Scruffy City Soirée
- Company Logo on Guest Photos
- Series of social media sponsor recognition posts
- Event night recognition – logo placement on signage
- Company logo and hyperlink featured on Knox Heritage website

## ~~Dessert Sponsor | \$2,500~~ CLAIMED

(Fair Market Value of benefits received is \$575. Only 1 sponsorship available at this level.)

- Two tickets to the Scruffy City Soirée
- Company Logo on menus located on guest tables
- Exclusive opportunity for branded gifts on guest tables (ex: branded chocolates)
- Series of social media sponsor recognition posts
- Event night recognition – logo placement on signage
- Company logo and hyperlink featured on Knox Heritage website

# Get to Know Knox Heritage

Founded in 1974 to save the historic Bijou Theatre, Knox Heritage's impact can be seen all over Knoxville, including the 500 Block of Gay Street, Emory Place, the Parkridge and Fourth & Gill neighborhoods, and Historic Westwood. Knox Heritage is building on 50 years of preservation success to create even greater impact and accessibility, broaden our educational efforts, and prepare the community for sustainable, thoughtful growth.

We stand committed to a vision where preservation goes hand-in-hand with progress, honoring our legacy while evolving with the needs of our community.

## When you sponsor a Knox Heritage event, you support:

- **Advocacy and action** to protect historic places from demolition and neglect.
- **Education** like behind-the-scenes tours of historic sites, free community programming, and the annual East Tennessee Preservation Conference.
- **Preservation resources**, including grants and technical services, so that our neighbors have the tools to help preserve local historic places.
- **Management and maintenance of Historic Westwood**, a nationally recognized artist's home, studio, and gallery operated by Knox Heritage.

**Questions? Contact Lacey Mellott, Director of Development & Communications at (865) 523-8008 ext. 1 or [lacey@knoxheritage.org](mailto:lacey@knoxheritage.org).**



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