











A TABLESCAPES EVENT PRESENTED BY THE UNITED WAY OF WEST TENNESSEE WOMEN'S LEADERSHIP COUNCIL

THE EVENT

First Ladies' Luncheon serves as United Way of West
Tennessee's largest fundraising event, drawing larger and
larger crowds to the fairgrounds each year to highlight the
incredible work of women in our Tennessee community. As
a TableScapes Event, sponsors not only purchase a table,
but decorate it themselves, drawing inspiration from nearly
any source imaginable. This year, the 7th Annual First Ladies
Luncheon will feature actress and model Wakeema Hollis.

THE AMBASSADORS

The United Way of West Tennessee Women's Leadership Council exists to unite women across our 14-county service area to promote the story of United Way and the impact made through our mission of fighting for the health, education, and financial stability for every person in every community. Ambassadors recruit table sponsors for the Luncheon and serve as hostesses during the event.

THE MISSION

United Way of West Tennessee fights for the health, education, and financial stability of every person in every community. We are proud to serve 14 counties in West Tennessee: Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Hardeman, Haywood, Henderson, Henry, Lake, Madison, McNairy, and Weakley.

THIS YEAR'S EVENT IS SPONSORED BY THE CITY OF JACKSON AND THE BANK OF JACKSON.





WAKEEMA HOLLIS

Actress & Model

Wakeema Hollis first fell in love with acting at Jackson Central-Merry High School in theater class. "As a fifteen-year-old focusing hard in school and cheerleading, Becky Fly's theatre class was a moment in my day to both transform and be transformed," Wakeema recalled in an interview with *Our Jackson Home*.

Though acting is her first love, Wakeema Hollis got her start as a model walking in shows for major brands, such as Diane Von Furstenberg and Marc Jacobs, and appearing in ad campaigns for Paul Smith and Moschino to name a few. In 2014, Hollis made the switch to acting starting off with a small role on Lena Dunham's Girls (HBO). She would then go on to land a recurring role on the record breaking, Emmy award-winning comedy The Marvelous Mrs. Maisel (Amazon) as well as recur on The First Wives Club (BET+) and Dynasty (The CW). Next year, Hollis will make her big silver screen debut in the highly anticipated, Will Packer produced film, The Photograph, starring Issa Rae and Lakeith Stanfield.





"The idea and power of one's natural image, or identity, is that it requires both a confidence and a courage to embrace the distinctness of oneself. In her own way, Wakeema has demonstrated both the power and beauty of her unique presence on the page and the screen. More importantly, however, she has contributed to laying a foundation of confidence for a generation of women towards a fuller, healthier embrace of themselves."

- Jon Mark Walls, Our Jackson Home





To read the full interview with Wakeema and her mother, Frances, visit: ourjacksonhome.com.

2019 Sponsors





Tulip Poplar Sponsors



















Table Sponsors

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The Jackson Symphony

The Queen Bees & Southern Roots

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Trinity Christian Academy

University of Memphis Lambuth

Alumni

University School of Jackson

UTM

Vickie Cochran & Friends

Vineyard's Gifts

Virginia Conger

Visit Jackson

West Tennessee Hearing and Speech





PRE-EVENT RECOGNITION

Social Media Promotion	•	•	•	•	•
Event Website Presence	•	•	•	•	•
Email Blasts (listed by level)	•	•	•		
Press Release	•	•			
VIP Ad	Logo	Logo	Name		
Radio/Television Promotion	•				

ON-SITE RECOGNITION & BENEFITS

Number of Tables	2	2	2	1	1
Ad Space in Program	Full Page	Half Page	1/4 Page	Name	Name
Sponsorship Signage at Entrance	•	•			
Priority Table Assignment	Front Row	•	•		
Powerpoint Inclusion	•	•	•		
Oral Recognition at Event	•	•	•		
Meet & Greet with Speaker	•				

POST-EVENT RECOGNITION

Thank You Email Blast	•	•	•		
Table Pictures in Website Photo Gallery	•	•	•	•	•

In order to guarantee all pre-event recognition, Iris, Tulip Poplar, and Mockingbird sponsorship registration forms must be received by Friday, March 6th, 2020.



Thursday, April 9th, 2020
Table Preview: 11:00 A.M.
Lunch & Program: 12:00 P.M.
Jackson Fairgrounds

Contact:	
Organization:	
Address:	
Phone:	
Email:	
Tables are 60" round. chargers, colored table tablecloth can be proved	ponsible for incorporating his/her name or business within the TableScape. Please set the table for 8 including a centerpiece, dinner plates or ecloth, and napkins. Flatware, glassware, and chairs will be provided. Ecruvided upon request. Detailed set-up instructions will accompany receipt. Id like to commit as an Iris Sponsor for \$3,500. Suddes 2 tables that will seat 8 guests each.
Yes, we wou	ld like to commit as a Tulip Poplar Sponsor for \$2,000.
Sponsorship incl	udes 2 tables that will seat 8 guests each.
Yes, we wou	ld like to commit as a Mockingbird Sponsor for \$1,000.
Sponsorship incl	udes 2 tables that will seat 8 guests each.
Yes, we wou	ld like to commit as a Pre-Decorated Table Sponsor for \$800.
Sponsorship incl	udes 1 pre-decorated table for 8 guests.
Yes, we wou	ld like to commit as a Table Sponsor for \$400.
Sponsorship incl	udes 1 table for 8 guests.

For further information, please contact Anita Kay Archer at (731) 267-5072 or aarcher@downhomebank.com. Completed forms may be sent to Kristen Chambers at kchambers@unitedway.tn.org or by mail at P.O. Box 2086 Jackson, TN 38302.

In order to guarantee all pre-event recognition, Iris, Tulip Poplar, and Mockingbird sponsorship registration forms must be received by Friday, March 6th, 2020. The priority deadline for table registration will be Friday, March 27th.