

A large, faint, stylized graphic of a fork and a spoon is positioned on the right side of the page. The spoon is on the left and the fork is on the right, both rendered in a simple line-art style. The background is a solid purple color with a large, faint, circular outline at the top.

FIRST LADIES'
Luncheon
Sponsorship Packet



United Way
of West Tennessee

THE LUNCHEON

First Ladies' Luncheon serves as United Way of West Tennessee's largest annual fundraising event, drawing large crowds each year to highlight the incredible work of women in our West Tennessee community. As a TableScapes Event, sponsors purchase and decorate a table, gleaned inspiration from nearly any source imaginable. The 11th Annual First Ladies' Luncheon will take place at the Jackson Fairgrounds on April 18, 2024 from 12-1-pm and will feature Valerie June, West Tennessee Native and Grammy-nominated singer and songwriter.

THE AMBASSADORS

The Women's Leadership Council exists to unite women across our 15-county service area to promote the story of United Way and the impact made through our mission. Ambassadors recruit table sponsors for the Luncheon and serve as hostesses during the event.

UNITED WAY'S MISSION

United Way of West Tennessee advocates for equity through uniting agencies in ways that improve each person's access to health, education, and financial stability. We are proud to serve 15 counties in West Tennessee: Carroll, Chester, Crockett, Decatur, Dyer, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Lake, Madison, McNairy, and Weakley.



Featuring

VALERIE JUNE

Valerie June Hockett is a Grammy-nominated artist from Tennessee. She has been hailed by the New York Times as one of America's "most intriguing, fully formed new talents." A musician, poet, certified yoga and mindfulness meditation instructor, and author, she honorably served as a Turnaround artist working with students for the President's Committee for the Arts and Humanities and continues serving through The Kennedy Center. She has recorded three critically acclaimed, best-selling solo albums and has also written songs for legendary artists such as Mavis Staples and The Blind Boys of Alabama. Her albums have been praised by numerous publications such as Pitchfork, Rolling Stone, The Washington Post, NPR Music, Mojo, Uncut, and many others. She has been featured on The Tonight Show, CBS, PBS, Austin City Limits, BBC, and many more. When she is not touring, she splits her time between Tennessee and New York.



FIRST LADIES'
Luncheon
An Evening Preview



April 17 | 5-7pm | Jackson Fairgrounds | \$15/person

The Evening Preview occurs the night before the luncheon. Preview the beautiful Tablescapes that organizations in West Tennessee put together.

Mingle with friends and enjoy an elegant evening celebrating the women in our community. Wine and hors d'oeuvres will be provided.

Sponsored by **DIXIE**



SPONSORSHIP BENEFITS

	Table \$500	Pre-Decorated \$1,000	Mockingbird \$1,500	Tulip Poplar \$2,500	Iris \$4,000
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Media Coverage

Social Media	●	●	●	●	●
Event Site	●	●	●	●	●
VIP Ad			Name	Logo	Logo
Press Release			Name	Logo	Logo
Radio/TV					●

On-Site Recognition

Tables	1	1	2	2	3
Program Ad	Name	Name	¼ Page	½ Page	Full Page
Priority Tables			●	●	Front Row
Powerpoint			●	●	●
<i>Preview Tickets</i>			4	6	8

Post-Event Recognition

Table Photos	●	●	●	●	●
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RESERVE YOUR SEAT

Name _____
Company _____
Address _____
Phone _____ Email _____

March 1

Mockingbird, Tulip Poplar, and Iris Sponsorship Registration Deadline

March 29

Priority Table Registration Deadline

You are responsible for incorporating your name/business within your TableScape(s). Tables are 60" round and should be set for 8 — centerpiece, dinner plates or chargers, tablecloth, and napkins. Flatware, glassware, and chairs will be provided. Set-up instructions will accompany receipt.

- _____ **We will commit as an Iris Sponsor for \$4,000.**
Includes 3 tables that seat 8 guests each and 8 tickets to the Evening Preview.
- _____ **We will commit as a Tulip Poplar Sponsor for \$2,500.**
Includes 2 tables that seat 8 guests each and 6 tickets to the Evening Preview.
- _____ **We will commit as a Mockingbird Sponsor for \$1,500.**
Includes 2 tables that seat 8 guests each and 4 tickets to the Evening Preview.
- _____ **We will commit as a Pre-Decorated Sponsor for \$1,000.**
Includes 1 table for 8 guests.
- _____ **We will commit as a Table Sponsor for \$500.**
Includes 1 table for 8 guests.
- _____ **We will purchase _____ tickets to the Event Preview for \$15/person.**



EVENING PREVIEW SPONSOR

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