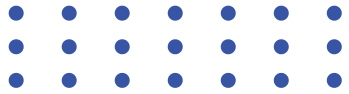


2026 SPONSORSHIP OPPORTUNITIES



Restoring Lives in Jesus' Name



IT'S MORE THAN A SPONSORSHIP.

Becoming a corporate sponsor at KARM gives your business meaningful visibility while making a measurable difference in the community. By partnering with KARM, your brand is seen as one that invests in people, strengthens the community, and leads with purpose. Your support helps provide shelter, recovery programs, and life-changing services to individuals and families in need. That's creating impact that extends far beyond a logo.

We also take your investment seriously, and we steward it well. KARM is highly rated by Charity Navigator, recognized as a Best Christian Workplace, accredited by the Evangelical Council for Financial Accountability (ECFA), and a mission member of the Citygate Network. These distinctions reflect our commitment to transparency, accountability, and excellence. When your business partners with KARM, you can be confident your investment is trusted, effective, and making a real difference while strengthening both your brand and our community.



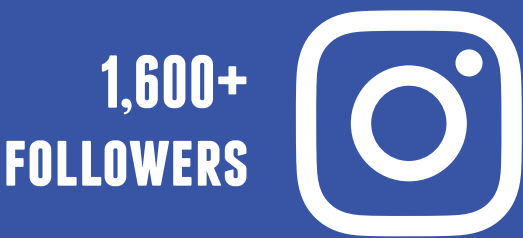
DIGITAL IMPRESSIONS AND STRATEGICALLY TARGETED AUDIENCES

KARM uses a multi-pronged advertising campaign approach that strategically targets the Knoxville area.

We use Google ads, social media, podcasting, digital displays, geofencing, SEO, site targeting, and targeted emails. We will get in front of as many people as possible with your logo in a prominent area on the ad.



15,000+ FOLLOWERS



1,600+ FOLLOWERS



39,000+ SUBSCRIBERS

GET YOUR BRAND IN FRONT OF OUR COMMUNITY!

Becoming a corporate sponsor at KARM is more than brand visibility. It's a chance to align your business with meaningful community impact. KARM serves thousands of individuals and families each year, giving sponsors authentic exposure to a broad and engaged local audience while demonstrating a genuine commitment to social responsibility. Corporate sponsorship builds trust, enhances brand reputation, boosts employee pride, and creates lasting goodwill. When your business supports KARM, the community knows you're not just doing business here, **you're giving back.**

THANK YOU TO OUR 2025 COMMUNITY SPONSORS:



APPLIANCES



EVENT SPONSORSHIPS



CHRYSALIS
A Transformation Celebration

Additional sponsorship levels available on karm.org/events

Join us for **CHRYSALIS**. Bring your mom, sisters, daughters, and friends as we celebrate restoration stories through Chrysalis on May 7, 2026, from 6-8 pm at The Press Room.

Platinum Sponsor - \$7,500

- 10 VIP Seats
- Prominent signage on stage
- Social media recognition
- One vendor space

Gold Sponsor - \$5,000

- 8 VIP Seats
- Logo on all marketing pieces
- Social media recognition
- One vendor space

Silver Sponsor - \$2,500

- 6 VIP Seats
- Logo listed in program
- One vendor space

Bronze Sponsor - \$1,000

- 4 VIP Seats
- Logo listed in program
- One vendor space



**INAUGURAL
KMLA
GOLF CLASSIC**

Additional sponsorship levels available on karm.org/events

Join us for the inaugural **Knoxville Men's Leadership Association Golf Classic** on June 15, 2026 at Gettysvue Polo, Golf, & Country Club.

Presenting Sponsor - \$10,000

- 8 player entries
- Logo on all marketing pieces
- Logo on Hole Flag & Tee Box
- Featured in three social media posts

Eagle Sponsor - \$5,000 level

- 4 player entries
- Logo on all marketing pieces
- Logo on Hole Flag & Tee Box

Tournament Ball Sponsor - \$2,500

- 4 player entries
- Logo on golf balls
- Logo on all marketing pieces

Flag & Hole Sponsor - \$1,500

- 4 player entries
- Logo on Hole Flag & Tee Box
- Logo on event signage



EVENT SPONSORSHIPS

TEE IT UP FOR **SUEDE**

KARM
GOLF TOURNAMENT



**Additional sponsorship levels
available on karm.org/events**

Join us for the annual **Tee It Up Fore Suede golf tournament** on September 14, 2026 at Avalon Golf & Country Club.

Presenting Sponsor - \$10,000

- 8 player entries
- Logo on all marketing pieces
- Logo on Hole Flag & Tee Box
- Featured in three social media posts

Eagle Sponsor - \$5,000 level

- 4 player entries
- Logo on all marketing pieces
- Logo on Hole Flag & Tee Box

Tournament Ball Sponsor - \$2,500

- 4 player entries
- Logo on golf balls
- Logo on all marketing pieces

Flag & Hole Sponsor - \$1,500

- 4 player entries
- Logo on Hole Flag & Tee Box
- Logo on event signage

Fall Gala

**Additional sponsorship levels
available on karm.org/events**

Join us for the **Fall Gala** on October 21, 2026 at the Knoxville Convention Center.

Presenting Sponsor - \$20,000

- On-stage recognition
- Premier visibility
- 4 Tables
- & more!

Hope Sponsor - \$15,000

- Prominent event signage
- Company logo in program
- 3 Tables
- & more!

Joy Sponsor - \$10,000

- Prominent event signage
- Company logo in program
- 2 Tables
- & more!

Peace Sponsor - \$5,000

- Name & logo displayed
- Presence on website & emails
- 1 Table
- & more!

PROGRAM EVENT SPONSORSHIPS

WOMEN'S CONFERENCE

Help cover the cost of our fourth annual **Women's Conference!** This day includes laughter, worship, and fellowship for the ladies who are currently staying at KARM. They get to hear from a speaker, receive a gift bag filled with goodies, a catered lunch, and a fun photobooth experience. It's happening on **May 15, 2026** at KARM's main campus at 418 N. Broadway.

\$5,000 Level (only 2 available!)

- Premiere seating with lunch for four
- Logo featured on all printed materials, digital materials, and website
- Company recognized and tagged in social media posts and emails

VOLUNTEER APPRECIATION CELEBRATION

Help cover the cost of our annual **Volunteer Appreciation Celebration!** This day honors our volunteers that serve at KARM through meals, teaching classes, serving in the dorm, and so much more. It's happening on April 30, 2026 at the Knoxville Zoo!

\$5,000 Level (only 2 available!)

- Premiere seating with dinner for four
- Logo featured on all printed materials, digital materials, and website
- Company recognized and tagged in social media posts and emails

CONVERSATIONS ON A BENCH

Help cover the cost of our second annual **Conversations on a Bench!** This is a nation-wide event through CityGate network. Our CEO will spend 24 hours outside on a bench, having countless conversations surrounding homelessness, addiction, trauma, mental illness, volunteering, and so much more. It's happening October 8-9, 2026 at 418 N. Broadway.

\$5,000 Level (only 4 available!)

- Time slot for a live, 30-minute interview with KARM's CEO, Danita McCartney
- Logo featured on all printed materials, digital materials, and website
- Company recognized and tagged in social media posts and emails



PROGRAM EVENT SPONSORSHIPS

COATS FOR THE COLD

Help cover the cost of our 41st Annual Coats for the Cold drive in partnership with KARM Stores. Last year, we collected and distributed over 8,100 coats to those in need in East Tennessee. Collection takes place in the fall, with distribution immediately following.

\$5,000 Level (only 2 available!)

- Logo featured on all printed materials, digital materials, website, and press
- Company recognized and tagged in social media posts on KARM & KARM Stores
- Exclusive invitation to the yearly Partner Appreciation Breakfast

COURTYARD CELEBRATION

Every October, we throw a birthday party for all of our guests staying at KARM! This party has all the makings of a good time - games, food, music, and birthday cake. This event takes place on October 15 at 418 N. Broadway.

\$2,500 Level

- Logo featured on all printed materials, digital materials, and website
- Company recognized and tagged in social media posts

THANKSGIVING

Thanksgiving is a big deal at KARM! For the last 39 years, we transform our chapel into a restaurant, complete with fancy tables, a host stand, and a great meal. This event happens on Thanksgiving Day at 418 N. Broadway.

\$2,500 Level

- Logo featured on all printed materials, digital materials, and website
- Company recognized and tagged in social media posts



NETWORKING GROUPS



The Knoxville Men's Leadership Association (KMLA) is a group for men under 45 who share a vision for serving the nearly 4,000 men and women who struggle with homelessness each year in our community. The purpose of the KMLA is to develop tomorrow's leaders by building relationships, fostering leadership development, and serving KARM.

This group provides a platform for members to connect through a variety of social and service opportunities while cultivating life-long personal and professional relationships. In addition to hosting an annual fundraiser, the KMLA also offers various activities, such as our Speaker Series Luncheons, for members to connect.

Email Chris Agee, cagee@karm.org, to get started.



Whether you're a lifelong Knoxville with roots that run generations deep or you're new to East Tennessee, Women's Circle offers a unique invitation to women in our area to make a tangible difference in the lives of nearly 4,000 men and women who struggle with homelessness each year in our community.

That positive impact is shaped through community-centered events that promote awareness of the homeless crisis facing our community. These social and volunteer opportunities encourage lasting connections and foster leadership development alongside Knox Area Rescue Ministries.

Email Lauren Guigou, lguigou@karm.org, to get started.



VOLUNTEER TOGETHER AS A TEAM!

Volunteering together at KARM is a meaningful way to serve our community while strengthening our bond as a team. By working side by side, whether serving meals, organizing donations, or supporting neighbors in need, we build trust, empathy, and a shared sense of purpose. It's an opportunity to step outside our daily roles, connect on a human level, and make a real impact locally. Giving back together doesn't just help others; it reinforces our values, boosts morale, and reminds us that ***we're strongest when we work as one team.***

THANK YOU TO OUR 2025 GROUP VOLUNTEERS:



VISIT [KARM.ORG/VOLUNTEER](https://www.karm.org/volunteer) TO GET STARTED!

SPONSORSHIP COMMITMENT FORM

Thank you for your generosity and support! Please fill out the information below to confirm your sponsorship. You may mail this form to Knox Area Rescue Ministries 2909 N. Broadway, Knoxville, TN 37917 or email it to Karen Morton at kmorton@karm.org.

This form may also be completed online at karm.org/events

Contact Name & Title: _____

Business Name: _____

Phone #: _____ Email: _____

Billing Address: _____

Total Sponsorship Amount: _____ Date: _____

Sponsor Package/ Event: _____

Signature: _____

Payment Preference:

Enclosed Check (estimated date _____)

Send an invoice on _____ (date)

Other (please specify): _____

Bill me monthly/quarterly _____

For Credit Card Payments, call 865-414-8101

Next Steps:

- Return this form along with payment (or make a payment arrangement).
- Please send your high-resolution corporate name and logo as you would like it to appear in all publications by emailing our Marketing & Design Coordinator, Will Taylor, at wtaylor@karm.org

Thank you for your generous investment in our community! Your sponsorship is effective for 2026. Please retain a copy of this form for your records.

