



ANNUAL SPONSORSHIP OPPORTUNITIES

PENCIL offers several community investment impact opportunities throughout the year to sponsoring groups. Funds raised support our mission of linking community resources to Nashville public schools to help young people achieve academic success and prepare for life. Many sponsors also impact MNPS students through grants made to PENCIL to support our work of recruiting tutors and mentors as well as providing millions of dollars in school supplies.

Month	EVENT	Target Audience	Number of Attendees	Sponsorship Range	Sample Benefits
February	Donor Luncheon – exclusive gathering to thank PENCIL donors and tour PENCIL or a MNPS school.	Individual Donors	25-50	\$2,000	Event naming rights; lunch with PENCIL donors, and MNPS representatives
March	Volunteer Appreciation & Birthday Party – open-house celebration of our Partners, volunteers, and donors.	Board; Partners; Volunteers; Donors	150	\$3,000	Event naming rights
April	Patron Party – intimate reception, with food and drinks, at an exclusive home with an acoustic set by rising artists.	Board; Sponsors	150	\$5,000	Event naming rights; speaking opportunity
April	A Little Night of Music – an intimate concert on stage of the Grand Ole Opry House featuring surprise performances curated by CAA.	Board; Sponsors	400	\$3,000 - \$25,000	On-stage seats at the Grand Ole Opry with VIP experience; logo placement
May & October	Alumni Board Luncheon – luncheon for former PENCIL Board Members and MNPS leadership.	Former Board Members	25-50	\$1,000	Networking; event naming rights
July/August	Together 4 Teachers Project – distribution of classroom supplies to Metro teachers citywide. In-kind options available.	Business Community, Teachers	5,500	\$1,000 - \$25,000	Brand placement on distributed bags of supplies; inclusion of branded products
August	Back to School Breakfast – morning program to grow awareness and community support for PENCIL.	Business and Community Leaders; Donors	550	\$1,000 - \$8,500	Logo placement throughout all promotions; table for eight guests with special recognition during program
September	Major Donor Dinner – exclusive gathering to thank top PENCIL donors and engage with MNPS leadership.	Major Individual Donors	100	\$7,500	Dinner with top PENCIL donors, Director of Schools, and MNPS leadership team
October	Principal for a Day – invitation-only event that offers opportunity for community members to spend the morning with a Metro principal, then gather for lunch.	Business and Community Leaders; Donors	300	\$1,000 – \$5,000	Logo placement on collateral and invitations; speaking opportunity

If you have any questions, please contact **Kiley Johnson**, Director of Events & Marketing, at KJohnson@PENCIL615.org or 815.993.7009.