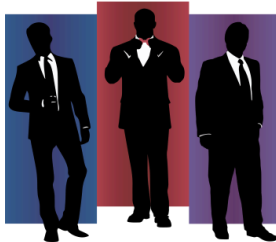


BACHELOR AUCTION



to Benefit **Friends of Literacy**

Corporate Sponsor Opportunities

Friday, March 2nd 2018

The Mill & Mine Downtown Knoxville

Visit Knoxville's Erin Donovan, Emcee and WVLT's Dino Cartwright, Auctioneer

Support adults learning to read within our community.

After searching high and low, Friends of Literacy has discovered Knoxville's most good looking, well-versed, and multi-talented men. Most importantly these men are single! They've put their boyish reservations aside for the good of a greater cause: fighting illiteracy in Knox County and helping adults get their GED/HiSET diplomas. How are they going to pull this off? By auctioning off dates with Prince Charming himself to the highest bidder on the floor! Come watch FOL flaunt this year's pick of the litter!

The mission of Friends of Literacy is to support the delivery of free, high-quality literacy and adult education programs for adults in Knox County who are inadequately educated to meet the challenges of daily life. Our goal is to help provide basic education and life-skill training so that our students become better workers, parents, and citizens.

Benefits of Sponsoring

- An excellent opportunity to foster relationships and build new prospects in a casual and fun atmosphere
- Sponsorship recognition at one of Knoxville's most talked about event of the year

General Benefits for ALL Sponsors

- Complimentary VIP or general admission tickets
- Recognition in the event program
- Recognition on the event signage
- Celebrity emcee recognition at the event
- Recognition included in press releases
- Social media and website recognition
- Recognition on posters/fliers

Event Description

- **6:30 PM VIP Reception** – complimentary champagne food, cash bar, an exclusive reception to mingle with bachelors, and reserved VIP seating during auction
- **7:30 PM General Admission** - food, cash bar, mingling with bachelors for 30 minutes
- **8:00 PM Auction begins**

For the 8th year, FOL will hold the Bachelor Auction which is attended by over 350 guests.

Platinum Sponsor \$5,000

In addition to general benefits:

- Product placement on site – Up to 3 vehicles/boats parked in front of the venue and/or under the patio overhang on the concrete *upon final approval of venue
- Logo on WVLT on air promo for Bachelor Auction: airing minimum of 24 times on WVLT, MyVLT and CW20 combined; at least two weeks prior to March 2nd
- Step & repeat for photo background
- Snapchat filter
- Logo placement on projector screen throughout entire event and mentioned LIVE at the event
- Quarter page color ad on back cover of program
- Full page ad inside program (b&w)
- VIP Table - seating 10
- 10 drink tickets

Gold Sponsor \$3,500

In addition to general benefits:

- Product placement on site – 1 vehicle/boat parked in front of the venue or under the patio overhang on the concrete *upon final approval of venue
- Logo on WVLT on air promo for Bachelor Auction: airing minimum of 24 times on WVLT, MyVLT and CW20 combined; at least two weeks prior to March 2nd
- Logo placement on projector screen prior to the event and mentioned LIVE at the event
- Half page ad inside program (b&w)
- VIP Table - seating 10
- 5 drink tickets

Last year's media coverage included but was not limited to:

Commercials – WVLT & 94Z

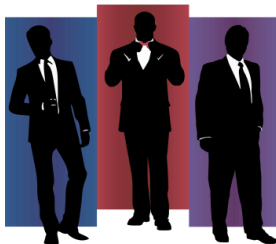
TV interviews – WBIR Live at Five at Four, WVLT morning and noon shows, WATE morning show

Print coverage- Knoxville News Sentinel, The Focus, Knoxville Mercury

Media Sponsor:



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- Recognition on the event signage
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- Recognition included in press releases
- Social media and website recognition
- Recognition on posters/fliers

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- **8:00 PM Auction begins**

For the 8th year, FOL will hold the Bachelor Auction which is attended by over 350 guests.

Presenting Sponsor \$1,500

In addition to general benefits:

- 4 VIP tickets
- 6 general admission tickets
- Complimentary reserved table
- Recognition on posters/fliers
- Half page ad in the event program

Title Sponsor \$1,000

In addition to general benefits:

- 2 VIP tickets
- 3 general admission tickets
- Complimentary reserved table
- Quarter page ad in the event program

Supporting Sponsor \$500

In addition to general benefits:

- 5 general admission tickets
- Complimentary reserved seating

*Last year's media coverage included but was not limited to:

Commercials on – WVLT & WNOX

TV interviews – WBIR Live at 5 at 4, WVLT morning and noon shows, WATE morning show

Print coverage- Knoxville News Sentinel, The Focus, Knoxville Mercury

Media Sponsor:

