

*Girls Inc. of Chattanooga presents*



# ABOUT THE SNEAKER GALA



On May 16, 2026, Girls Inc. of Chattanooga will proudly host our Third Sneaker Gala, a bold evolution of a long-standing community tradition that began as the UnBought & UnBossed breakfast, to a luncheon and has now transformed into a high-energy, purpose-driven evening celebrating women of impact and the next generation of leaders.

Since 2024, the Sneaker Gala features the Sole Awards, which honor women who embody the Girls Inc. mission through leadership and impact. Each year, the awards highlight women in diverse fields, including Advocacy, Education, STEM–Medicine/Health, and Sports, showcasing the many ways women shape and strengthen our community.

This year's event carries extraordinary meaning as we commemorate 65 years of impact, honoring six and a half decades of inspiring more than 40,000 girls across Hamilton and Marion counties to grow up strong, smart, and bold.

The Sneaker Gala is more than a celebration; **it is a critical fundraising pillar that sustains our programs, operations, and unrestricted funding needs. Every sponsorship directly supports the life-changing programs that empower girls to succeed in school, career, and life.**

**These funds cover essential program costs, from meals and transportation to after-school enrichment, STEM learning, and leadership development, ensuring we can continue to serve over 900 girls each year across more than 28 schools.**

By investing in the Sneaker Gala, you are not only helping sustain our organization, you are fueling the future of girls who will one day lead our community, our companies, and our world.



## OUR BOLD GOAL

**Because we are committed to ensuring Girls Inc. of Chattanooga remains a cornerstone of empowerment for another 65 years, your support is needed now more than ever! This year, we've set a bold goal of \$300,000, up from \$200,000 in 2025, to meet the growing demand for our services amid a challenging landscape of lower individual and corporate giving.**



# A MESSAGE FROM OUR CEO



Growing up in Chattanooga's West Side, I learned the value of community, resilience, and opportunity at the young age of 6. Those values carried me to the University of Tennessee in Knoxville, where I earned my bachelor's and master's degrees, and ultimately back home to serve the city that shaped me. **For the past 15 years**, I have had the privilege of growing alongside Girls Inc. of Chattanooga, an organization that reflects the strength, intelligence, and boldness I saw in the women who inspired me as a young girl. Every day, I see those same qualities in the girls we serve: the future leaders and innovators of our community.

This year, as we celebrate **65 years of impact**, we also celebrate the beauty of transformation and resilience, values symbolized through our **Sapphire, Ruby, and Pearl** sponsorship levels. Like these precious stones, each uniquely formed through pressure, time, and care, our girls are shaped by their circumstances but refined through support, opportunity, and guidance. The sapphire represents wisdom and integrity; the ruby, courage and passion; and the pearl, growth and grace born through perseverance. Together, these gems reflect the essence of Girls Inc.: **strong, smart, and bold**.

Your support makes this vision possible. Together, we can reach our **bold goal of \$300,000 through the Sneaker Gala, part of a \$650,000 year-long effort to sustain and expand programs and operations** that provide safe transportation, nutritious meals, career readiness, leadership training, and academic enrichment to hundreds of girls across our region.



**Every dollar you invest** helps a girl build the confidence to lead, the courage to dream, and the skills to achieve. With your continued support, we can secure the future of Girls Inc. of Chattanooga for another 65 years and beyond.

**Thank you for believing in our mission and standing with us to inspire all girls to be strong, smart, and bold.**

**Toccora Petersen, CEO**



## IMPORTANT DEADLINES

### **Sponsorship Commitment Form**

*Submit by April 6, 2026*

### **Guest List**

*Submit by April 13, 2026*

### **Program Logos and Ads**

*Submit by April 20, 2026*

Please send all logos and ad artwork as a high-resolution (300 dpi) JPEG or PDF format to Vanelly Holguin at [vholguin@girlsincofchatt.org](mailto:vholguin@girlsincofchatt.org).

Vertical full-page ad  
5" x 8"

Vertical quarter page ad  
2.375" x 3.875"

Horizontal half page ad  
5" x 8"

# SPONSORSHIP LEVELS

## Sapphire Presenting Sponsor \$35,000

Your investment at this level will provide **year-round support for more than 400 girls across Hamilton and Marion counties**. This funding covers critical needs: after-school programming, field trips, meals and snacks, essential supplies, and transportation from nine core partner schools. In total, we serve girls in over 28 schools, ensuring access to consistent, research-based programming that inspires girls to lead with confidence and purpose.

### Exclusive Benefit

- Opportunity to nominate an employee or representative as a *Sole Award Recipient* in one of the following categories: Advocacy, Education, Entrepreneurship, or STEM. Exclusive recognition as the Media Sponsor, covering all press, photography, and social media for the gala. Emphasizes sponsor's community leadership and ensures top-tier visibility.

27% of K-12 youth are unsupervised after-school, and among children not enrolled in a program, 31% say they would participate if one were available.

### Before the Event

- Featured in event-related press releases and media coverage
- Company name/logo included on all 65<sup>th</sup> anniversary and Sneaker Gala branding, including:
  - Save the dates, invitations, and printed materials
  - Event website, social media, and digital campaign
  - Outdoor billboards and community displays
- Special guest inclusion in pre-event media interviews TV/Radio
- 8 invitations to February's donor appreciation and Girls Inc. Birthday celebration

Students in after-school programs are more likely to complete homework, perform better in school, and develop a positive attitude toward learning.

### During the Event

- Three tables of eight (24 Tickets) with priority placement near the stage.
- Podium speaking opportunity (up to 3 minutes) during the program.
- Full-page ad in the printed and digital event program.
- Complimentary wine service at all three tables.
- Reserved guest parking passes for all table guests.
- Brand recognition during the cocktail hour, live auction, and dinner service.

### After the Event

- Featured as a 2026 "Champion for Girls" across social media, billboards, and e-newsletter.
- Recognized as a 2026 seasonal camp sponsor, with logo placement on all camp swag and marketing materials.
- Acknowledged in the annual report, donor listings, and post-event highlight video.
- Photo opportunity and recognition at the Back-to-School Community BBQ Bash and other anniversary events.
- Opportunity to include branded items in gala gift bags.



“When my daughter joined Girls Inc., I saw her confidence soar. She now believes she can be anything she wants to be, and that's powerful.”

# SPONSORSHIP LEVELS

## Ruby Legacy Sponsor \$20,000

This level directly supports 130+ girls in our seven-week Summer Camp program (June-July), providing weekly field trips, transportation to and from our program facility and excursions, nutritious meals and snacks, and engaging, research-based programming that builds leadership, confidence, and curiosity.

### Before the Event

- Featured in event-related press releases and media coverage
- Company name/logo included on all 65<sup>th</sup> anniversary and Sneaker Gala branding, including:
  - Save the dates, invitations, and printed materials
  - Event website, social media, and digital campaign
- Co-sponsorship recognition in pre-event media announcements
- 4 invitations to February's donor appreciation and Girls Inc. Birthday celebration

### During the Event

- Two tables of eight (16 Tickets) with premium placement.
- Full-page ad in the printed and digital event program.
- Verbal recognition from the stage during the awards presentation segment.
- Brand recognition on event signage and digital displays.
- Complimentary wine service at all three tables.
- Reserved guest parking passes for all table guests.
- Brand recognition during the cocktail hour and awards presentation.
- Cocktail Hour sponsor, name the experience.

### After the Event

- Featured as a 2026 "Champion for Girls" across social media and select promotional materials.
- Recognized as a 2026 seasonal camp sponsor, with logo placement on all camp swag and marketing materials.
- Acknowledged in the annual report, donor listings, and post-event highlight video.
- Photo opportunity and recognition at the Back to School Community BBQ Bash and other anniversary events.
- Opportunity to include branded items in gala gift bags.

Across Tennessee, parents report that summer learning loss is a significant concern, with children potentially losing 2-3 months of academic progress over the summer. High-quality summer programs like Girls Inc. Summer Camp help prevent learning loss, maintain social-emotional growth, and expand real-world skills.



*For Summer Camp, my daughter attended Girl Start Academy for the first time. She came home every day buzzing with excitement about what she had learned and the new friends she made.*



# SPONSORSHIP LEVELS

## ***Pearl Next Generation Sponsor \$10,650***

This level directly supports **two seasonal camps for 175 girls each, one-week programs held in spring and fall**. Each camp provides a safe and enriching environment where participants engage in hands-on learning, team-building activities, and creative exploration, helping them develop confidence, leadership, and critical problem-solving skills.

### *Before the Event*

- Featured in event-related press releases and media coverage
- Company name/logo included on all 65<sup>th</sup> anniversary and Sneaker Gala branding, including:
  - Save the dates, invitations, and printed materials
  - Event website, social media, and digital campaign
- Co-sponsorship recognition in pre-event media announcements
- 4 invitations to February's donor appreciation and Girls Inc. Birthday celebration

### *During the Event*

- Two tables of eight (16 Tickets) with premium placement.
- Full-page ad in the printed and digital event program.
- Verbal recognition from the stage during the awards presentation segment.
- Brand recognition on event signage and digital displays.
- Complimentary wine service at all three tables.
- Reserved guest parking passes for all table guests.
- Co-brand recognition during the cocktail hour and awards presentation.

### *After the Event*

- Featured as a 2026 "Champion for Girls" across social media and select promotional materials.
- Recognized as a 2026 seasonal camp sponsor, with logo placement on all camp swag and marketing materials.
- Acknowledged in the annual report, donor listings, and post-event highlight video.
- Photo opportunity and recognition at the Back to School Community BBQ Bash and other anniversary events.
- Opportunity to include branded items in gala gift bags.

Seasonal camps provide essential opportunities for experiential learning, particularly for students who may have limited access to extracurricular activities during the school year. In addition, these programs support working families by providing safe, supervised activities, ensuring peace of mind while children gain meaningful educational and social experiences.



*I loved fall break camp! We did focus on outdoors, learned about fire safety, and played games. I made new friends and learned how to work together. I can't wait for another camp!*



# SPONSORSHIP LEVELS

## *Strong Sponsor \$6,500*

This level celebrates self-expression and confidence, values that inspire every girl to embrace her authentic self with strength, intelligence, and boldness. **Your support fuels the Family Resource Center and Community Collective, providing essential items for families, including personal hygiene products, nonperishable food, and household cleaning supplies.** It also supports shopping events, allowing families to select the items they need most. Additionally, your investment contributes to six Dream Bedroom Makeover Sweepstakes, creating safe, inspiring, and personalized spaces for girls in their homes, bringing joy and a lasting impact for the whole family.

### Before the Event

- Company name/logo included on all Gala branding, including:
  - Event website, social media, and digital campaign
  - Style-focused event promotions and digital spotlights
- Recognition in event-related press release highlighting gala experiences.

### Before the Event

Company name/logo included on all Gala branding, including:  
Event website, social media, and digital campaign  
Style-focused event promotions and digital spotlights

- Recognition in event-related press release highlighting gala experiences.

### After the Event

- Featured as a 2026 “Champion for Girls” across social media and post-event e-newsletter.
- Recognized as a 2026 seasonal camp sponsor, with logo placement on all camp swag and marketing materials.
- Acknowledged in the annual report, donor listings, and post-event highlight video.
- Opportunity to include branded items in gala gift bags.

Over the past year, our Family Resource Center has equipped 150+ Girls Inc. families with essential resources & support.

Has hosted 20+ family & community workshops, special events, and partner events.

“

*My daughter Katie still talks about the day she found her favorite pair of tennis shoes there, and all three of my girls were thrilled to pick out shorts, sandals for church, and even clip-on earrings they still proudly wear. Those small moments made them feel seen and valued.*



# SPONSORSHIP LEVELS

## Smart Sponsor \$3,500

This level fuels Girls Inc.'s IMPACT Trip Program, a semester-long leadership initiative for 12 high school teens that culminates in an end-of-year travel experience anywhere in the United States. For many participants, it's their first time traveling outside of Tennessee, offering new perspectives and life-changing opportunities. During their trip, girls visit universities and colleges, learn about local government and civic leadership, and connect with the Girls Inc. affiliate in that city, broadening their understanding of community, opportunity, and sisterhood beyond Tennessee. Through this experience, teens build independence, leadership, and cultural awareness, returning home with greater confidence, expanded horizons, and memories that last a lifetime.

### Before the Event

- Company name/logo included on all Gala branding, including:
  - Event website, social media, and digital campaign
- Sponsor spotlight mention in pre-event communications and promotions.

### During the Event

- Branding rights to one experience activation (photo booth, cocktail hour, red carpet, or decor)
- Logo featured on related signage and in the event's digital and printed program.
- Quarter-page ad in the event program.
- Table of eight (8 guests).

### After the Event

- Featured as a 2026 "Champion for Girls" across social media and post-event e-newsletter.
- Acknowledged in the annual report, donor listings, and post-event highlight video.

*“Girls Inc. has been a part of my story since I was a young girl trying to find my voice and confidence. I grew up in these programs surrounded by mentors who reminded me that I was strong, smart, and bold, even when I didn't always believe it myself. Now, as a program Coordinator, I get to stand on the other side of that circle and pour back into the next generation of girls. Every time I see a girl's confidence grow, I'm reminded that this work and the sponsors who make it possible truly changes lives. I'm living proof of the impact Girls Inc. creates.”*



# SPONSORSHIP LEVELS

## ***Bold Sponsor \$1,961***

This level directly supports our **Back-to-School Bash and Backpack Drive**, providing essential school supplies and resources that help girls and their families start the academic year strong and confident. Through this initiative, over 30 families receive not only backpacks and learning materials but also access to community resources and support services that address their broader needs. From educational tools to household essentials, this sponsorship ensures that every girl and her family have what they need to begin the school year prepared and ready to succeed.

### *Before the Event*

- Company name/logo included on all Gala branding, including:
  - Event website, social media, and digital campaign

### *During the Event*

- Recognition in program and sponsor loop.
- Quarter-page ad in the printed and digital event program.
- Table of eight (8 guests).

### *After the Event*

- Featured as a 2026 “Champion for Girls” across social media and post-event e-newsletter.
- Acknowledged in the annual report, donor listings, and post-event highlight video.

## ***Champion Sponsor \$650***

This level provides **direct support for Family Literacy and STEM Nights**, serving over 15 families each evening. Your investment funds hands-on, engaging activities that spark curiosity and connection among girls and their families, while also providing nutritious meals so everyone can fully participate. In addition to the fun and learning, these events connect families to essential community resources and support services, ensuring they leave not only inspired but also equipped with tools to strengthen learning and well-being at home.

### *Before the Event*

- Name recognition on event website.

### *During the Event*

- Four (4) gala tickets
- Name listed in the gala program and recognition on shared sponsor signage and digital slide.

### *After the Event*

- Group social media thank-you recognition



# EXCLUSIVE EVENT EXPERIENCE SPONSORS

These exclusive event experience sponsorships provide high-visibility opportunities for small businesses, boutiques, or individuals to make a meaningful impact. Your support directly contributes to our bold gala goal of \$300k and the \$650k annual fundraising target, ensuring Girls Inc. can sustain and expand programs that empower girls across Hamilton and Marion counties and beyond.

Each Sponsorship is tied to a specific, memorable moment of the gala, offering recognition and visibility while advancing programs that provide after-school and in-school enrichment and seasonal camps, leadership opportunities, and essential resources for girls and their families.

These opportunities may also be incorporated into higher-level sponsorships for enhanced impact and exposure, helping Girls Inc. continue its mission of inspiring all girls to be strong, smart, and bold, and ensuring the organization thrives for another 65 years of impact!

## **Welcome & Red Carpet Sponsor - \$2,500**

Set the tone for the evening with VIP treatment for guests. Your brand will be featured at the celebratory champagne welcome, the red carpet entry, cocktail hour, and on gala signage and step-and-repeat photos, an exclusive opportunity to kick off the gala with energy and visibility.

## **Photo Booth Sponsor \$3,500**

Guests will capture memories at two photo booths, with your logo featured on printed photos and the step-and-repeat backdrop. Every photo shared extends your brand's visibility across social media and throughout the evening.

## **Valet Sponsor \$5,500**

Enhance the arrival experience for every guest by providing convenient, professional valet service for the evening. Your brand will be prominently featured at the valet area and recognized as the sponsor, ensuring a seamless and memorable start to the gala.

## **Media Sponsor \$7,500**

Your brand powers the storytelling of the gala. As Media Sponsor, your logo will appear on all media-related content, including press releases, photography, and social media coverage. This sponsorship connects your brand to the event's lasting legacy and visibility before, during, and after the gala.



# YES!

## I WANT TO BE A SPONSOR!



Please submit your completed sponsorship commitment form to Jocelyn Loza at [jloza@girlsincofchatt.org](mailto:jloza@girlsincofchatt.org) by April 7, 2026, or complete digital form by scanning the QR code.

### Please select a sponsorship commitment level.

- ☐ \$35,000 - Sapphire    ☐ \$20,000 - Ruby    ☐ \$10,650 - Pearl  
☐ \$6,500 - Strong    ☐ \$3,500 - Smart    ☐ \$1,961 - Bold  
☐ \$650 - Champion  
☐ Exclusive Sponsorship Level \_\_\_\_\_

Please specify your Exclusive sponsorship level.

### Tell us who you are!

Name		
Mailing Address		
City	State	Zip
Phone	Email	
Company	Company Website	

### How would you like to pay?

- ☐ Check  
Please submit your check by April 7, 2026, along with your completed commitment form and invoice (which will be emailed to you), to: Girls Inc. of Chattanooga, 4505 Brainerd Rd., Ste 110, Chattanooga, TN 37411
- ☐ To pay online - scan the QR code,  
<https://www.girlsincofchatt.org/events/sneakergala2026>
- ☐ Invoice me (an invoice will be sent to the email provided.)





# Strong, Smart & Bold since 1961!



SUPPORT OUR MISSION FOR ANOTHER  
**65 YEARS!**

View our yearlong events



Girls Inc. of Chattanooga  
4505 Brainerd Road, Suite 110  
Chattanooga, TN 37411  
[www.girlsincofchatt.org](http://www.girlsincofchatt.org)  
Call/Text: 423-624-4757

