



BREAKING  
THE  
SILENCE  
*Gala*

A NIGHT CELEBRATING YOU

# *This is no ordinary Black-Tie Affair*

This is no ordinary Black Tie Affair, it is entertaining, groundbreaking and loaded with empowerment. It is a night of up lifting and guidance to foster your confidence, and stimulate your mind to the next level. The experience is definitely not the ordinary, but will challenge and change the way society addressed domestic violence. This momentous event will allow the light to shine on those individuals who are Advocates, Allies, Partners and Survivors, continuing their mission of service to others and thriving to ensure prevention and information is always available. Our speakers and key influencers are leaders in Entertainment, Media and TV, as well as Community Organizers and Government Officials. They all have stories of perseverance and triumph. They are game changers that are strong in faith.

Each one of these powerhouses understand the fragility of life and the value of its make up. They acknowledge and detail your achievements as well as your failures. You can be simple and complicated and in one day You use as many tools as you have learned to balance family, career, image, and inner self. Tools are the main essentials to Your survival and this event is dedicated to equip and empower You, while acknowledging those who stand behind and with them.

Unlocking The Potential of "YOU"

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# An Event with A Purpose

On behalf of Victoria W. Carr Foundation, we would like to cordially invite you to be a Partner during Domestic Violence Awareness Month to support the Breaking The Silence Gala Friday, October 19, 2018. The day-long event centers upon Community Recognition and is being held in conjunction with Inaugural A.S.A.P. Awards.

Breaking the Silence is a change agent in domestic violence prevention dedicated to servicing our communities through the mission of hard hitting activism and education.

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MARRIOTT HOTEL DOWNTOWN  
CHATTANOOGA, TENNESSEE

**OCTOBER 19TH 2018**  
SAVE THE DATE

Our goal is to enrich the lives of both affected and the unaware with insightful knowledge. Our partnership not only doubles our reach but maximizes our impact by prompting local and national changes to improve individual lives economically, mentally and politically.

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*Who Are They?*



# THE VICTORIA W. CARR FOUNDATION

**H.O.P.E**

**Vision Statement:**

*Health Opportunity Protection Empowerment*

*We raise awareness in the community through education and advocacy for victims of domestic violence. Through these values, we strive to change the world.*

**Mission Statement:**

*Our Mission at The Victoria W. Carr Foundation is to provide emergency shelter crisis intervention and counseling education for adults and children who are victims of Domestic Violence. We support and empower people affected by domestic violence while striving to end the cycle of domestic violence through education and social change.*

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## ABOUT OUR FOUNDER *Wesley J. Carr*

Wesley J. Carr was born a Chattanooga, TN native and is now a Nashville, TN resident. He is graduate of Radiant Health Institute as a Professional Certified Coach (PCC), International Coaching Federation. He received a Bachelors in Social work from Middle Tennessee State University. He is a Managing Partner overseeing the Design division for Diverse Inclusions. Wesley Carr is a Professional Life & Grief Coach who helps individuals to find personal fulfillment and create healing that is balanced. Focuses on building to grow and maximize strengths and minimizing weaknesses through feedback and self-discovery.

He was inspired to join in the fight against domestic violence, It was always Wes' goal to speak out against domestic violence and this, quite simply, was his, inspiration to do something different and not only tell his mother's story but that of his own perspective in hopes of helping saving someone else's life.

Wes' subsequent movement against domestic violence has inspired many. Wes credits Dr. Jewel Tankard for mentoring him and Dr. Sherry Blake for allowing him to grow within her team. These female powerhouses gave Wes the information to help him create a platform and evolve from intern to entrepreneur and professional he is today.

"Don't be afraid to speak out and always try to find the light in the situation. You have to find the positive because life goes on. Domestic violence and physical abuse are very real. You never know who is or has endured it." - WES



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## NATIONAL MARKETING & PRESS COVERAGE

- 200 + in Attendance
- Local and National Media Presence
- Target Audience: 18-55 Male & Female
- Diverse cultures w/ salaries of \$40K +
- Trendsetters & Business Executives
- Participants with Purchasing Power
- Community that Works Hard and Loves Life
- Target Areas: Tennessee and adjacent states, east and south coasts

## HELPING YOU REACH YOUR MARKETING & SALES GOAL

- Exposure in traditional and social media
- Leveraging sponsor participation for added exposure
- Email Marketing Campaign
- Social mentions by Celebrities



## WHY SHOULD YOU SPONSOR?

- Reach target demographics
- Achieve marketing objectives
- Brand Recognition
- Association with a successful brand & event
- A way of giving back to the community
- Increased your company's perceived image
- New Clients, New Customers, New Business
- Market Your Business Inexpensively
- Affordable Sponsorship
- Partner with a unique event that will be remembered



USE OUR  
PLATFORM  
TO YOUR  
ADVANTAGE

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# TITLE SPONSOR \$10,000

## *The Benefits:*

- Recognition on Event Web Page (Exclusive placement – Home Page)
- Company mention on TV & radio commercials
- Company Name and Logo on step and repeat banners
- Company Name and Logo Headlines Marketing Advertisements
- Recognition on Press Releases, Printed and Media Advertisement
- Company information with links on the Website, Blogs and Facebook

For nearly a decade Tennessee has ranked among the **top ten** states in the nation for the most **homicides** due to **domestic violence**.



## *Unique Benefits:*

- Onsite Advertisement (including Cocktail Hour)
- 10 Tickets (VIP Seating)
- Discounted tickets for employee
- Discounted tickets for clients
- Corporate representative to speak
- Top Tier Banner Placement everywhere
- Photo Ops with key speakers and other celebrity guests
- Company signage prominently displayed digitally & in signage
- Right to use Event Name in Marketing Campaign
- Choice speaking opportunities, interviews and appearances
- Exclusive Press Release sent announcing Company's partnership
- Participation in coveted "Meet and Greet"

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# SIGNATURE SPONSOR \$5,000

## *The Benefits:*

- Recognition on Event Web Page (Website 1st Level – Large Image)
- Company mention on Radio
- Company Name and Logo on Official Banners
- Company Name and Logo included in all Marketing Advertisements
- Company name on Press Releases, Printed and Video Advertisement
- Company information with links on the Website, Blog and Facebook Page

Did you know  
domestic  
violence  
affects 1 in 4  
women and 1  
in 7 men?

## *Unique Benefits:*

- 6 Tickets (VIP Seating)
- Photo Ops with key speakers and other celebrity guests
- Participation in coveted "Meet and Greet"
- Company signage prominently displayed digitally
- Discounted tickets for employees
- Discounted tickets for clients
- Secondary Tier Banner Placement everywhere
- Company Flyers and Promotional items inside each gift bag
- Verbal recognition during choice speaking opportunities, interviews and appearances
- Onsite Advertisement (including Cocktail Hour)
- Press Release sent announcing Company's sponsorship

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# Platinum Sponsor \$3,000

## *The Benefits:*

- Recognition on Event Web Page (Second Level – Medium Size)
- Company mention on Radio
- Company Name and Logo on Official Banners
- Company Name and Logo included in all Marketing Advertisements
- Company name on Press Releases, Printed and Video Advertisement
- Company information with links on the Website, Blog and Facebook Page

**CRISIS HOTLINE -**  
423.755.2700 -  
Available 7 days a  
week, 24 hours a  
day, **completely**  
**confidential.** Our  
programs below  
are here to help  
you take the **first**  
**steps** to achieving  
the life that you  
deserve.

## *Unique Benefits:*

- 4 Tickets (VIP Seating)
- Photo Ops with key speakers and other celebrity guests
- Company signage prominently displayed digitally
- Discounted tickets for employees
- Discounted tickets for clients
- Company Flyers and Promotional items inside each gift bag
- Verbal recognition during choice speaking opportunities, interviews and appearances
- Onsite Advertisement (including Cocktail Hour)
- Press Release sent announcing Company's sponsorship
- Advertisement included in all broadcast, digital & social media

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## Diamond Sponsor \$2,000

### *The Benefits:*

- 3 Tickets (VIP Seating)
- Promotional items inside each gift bag
- Company Name and Logo on Banners
- Company Logo included in all Marketing Advertisements
- Company Name on Press Releases
- Brief Company information with links on the Website, Blog and Facebook Page
- Half Page – Color ad in program
- Recognition on Event Web Page (Website 3rd Level – small Image)

## STAR SPONSOR \$1,000

### *The Benefits:*

- 2 Tickets (VIP Seating)
- Half Page – Color ad in program
- Promotional items inside each gift bag
- Company Logo on Press Releases
- Recognition on Flyers and Posters
- Brief Company information with links on the Website, Blog and Facebook Page
- Recognition on Event Web Page (Website 4th Level – small Image)



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**\*\*Customized Packages\*\***

Contact us and we will customize a Sponsorship Package to fit your Brand's needs.  
There are just so many options to choose from!!

Be apart of the most inspirational and life changing event of 2018

[www.breakingthesilencegala.org](http://www.breakingthesilencegala.org)

## BUTTERFLY SPONSOR \$500.00

*A supporter sponsorship opportunity,*

### *The Benefits:*

- 2 Discounted Tickets
- Promotional items inside each gift bag
- Company name mentioned on supporters page of gala website

## ADVERTISING PACKAGES

### PRODUCT & MEDIA SPONSOR

*This is a highly visual sponsorship opportunity, with the possibility for multiple sponsors.*

### *The benefits:*

- 2 Tickets
- Promotional items inside each gift bag
- Company Name and Logo on Banners
- Company Logo included in all Marketing Advertisements
- Company Name on Press Releases
- Brief Company information with links on the Website

### **Investment required**

**Product Note:** *This category has been designed to limit capital expenditure for the event. Only products which can be used to contribute to the viability of the event and/or charitable organization.*



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