



REACH
IMPACT INSTITUTE

**Fund
Recovery**



BECOME A SPONSOR

KNOXVILLE COMMUNITY IMPACT SUMMIT & NALOXONE VENDING MACHINE INITIATIVE

SPONSORSHIP & FUNDING OPPORTUNITIES



FRIDAY, JUNE 26, 2026
9:00 AM - 12:30 PM



METRO DRUG COALITION
530 W FIFTH AVE.
KNOXVILLE, TN 37917

**SCAN TO
LEARN MORE**



Your Support Will:



Reduce stigma and increase access to lifesaving resources



Educate communities on overdose prevention



Promote awareness of mental health

Contact:
Connect@reachimpactinstitute.org

REACHIMPACTINSTITUTE.ORG



BEACON OF HOPE -

I. FULL SUMMIT SPONSORSHIP

HALF-DAY COMMUNITY IMPACT SUMMIT \$25,000

- ✓ **Half-Day Community Engagement Event for 70-80 guests with expert panel of speakers**
 - Training/Education Tools & Life-saving Resources
 - Tailored Summit Coordination & Management
 - Media and Public Relations Outreach
 - Marketing & Advertising (e.g., promotional materials, social media, posters, billboards, etc)
 - AV production, content and delivery
- ✓ **Planning, delivery and installation of 1 overdose prevention vending machine that dispenses FREE Naloxone (fentanyl/xylazine test strips optional); tracks data; and provides timely access to local resources**
- ✓ **Professional NFL Player appearance & travel expenses***
- ✓ **Food/Beverage for ribbon-cutting celebration**
- ✓ **Name and logo prominently featured at Summit & Ribbon-cutting**
- ✓ **Welcome remarks and program participation**
- ✓ **Logo featured on vending machine wrap**
- ✓ **Logo and sponsor recognition on event materials and Reach Impact Institute website**

Full Summit Sponsorship level can be split among multiple partners.

*Cost may vary based on NFL Player appearance fee(s)

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II. A LA CARTE SPONSORSHIP LEVELS

RECOVERY CHAMPION - EDUCATION & TRAINING

PLATINUM LEVEL SPONSOR (1)

\$5,000

GOLD LEVEL SPONSOR (2)

\$2,500

SILVER LEVEL SPONSOR (5)

\$1,000

DETAILS:

- ✓ Introduce and highlight the benefits and effectiveness of using overdose reversal medications (e.g., Naloxone) and linkage to care in the community.
- ✓ Subject matter experts will present the most current best practices and guidance on strategies and programs that have proven success and promise for greater impact.
- ✓ Train attendees on how to administer Naloxone.

LIFESAVER PARTNER

**HARM REDUCTION VENDING
MACHINE SPONSOR (3)**

\$9,000

COMMUNITY CARE - HOSPITALITY SPONSOR

**PLATINUM LEVEL
FOOD/BEVERAGE SPONSOR (1)**

\$3,000

**GOLD LEVEL
FOOD/BEVERAGE SPONSOR (1-2)**

\$2,500

**SILVER LEVEL
FOOD/BEVERAGE SPONSOR (2-3)**

\$1,000

RESILIENCE LEADER

Professional NFL Player/Alumni Appearance Sponsor (costs vary)

PLATINUM LEVEL (1)

\$7,500

GOLD LEVEL (1-2)

\$5,000

SILVER LEVEL (1-3)

\$3,000

AMPLIFY IMPACT - MEDIA & MARKETING SPONSOR

AV PRODUCTION & CREW SPONSOR (1)

\$3,000

MEDIA & PUBLIC RELATIONS SPONSOR (1)

\$2,000

MARKETING & ADVERTISING SPONSOR (1)

\$2,000

DETAILS:

- ✓ Launch an integrated and aggressive earned and social media effort highlighting the Summit efforts with bold public awareness and stigma reduction messaging.
- ✓ Implement a targeted public education and advertising campaign featuring notable athletes, subject matter experts and community leaders.
- ✓ Tailored signage and branding that includes billboards, banners/posters, social media, etc., with sponsor logos featured on all promotional materials as well as prominent product placement based on sponsorship level.



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