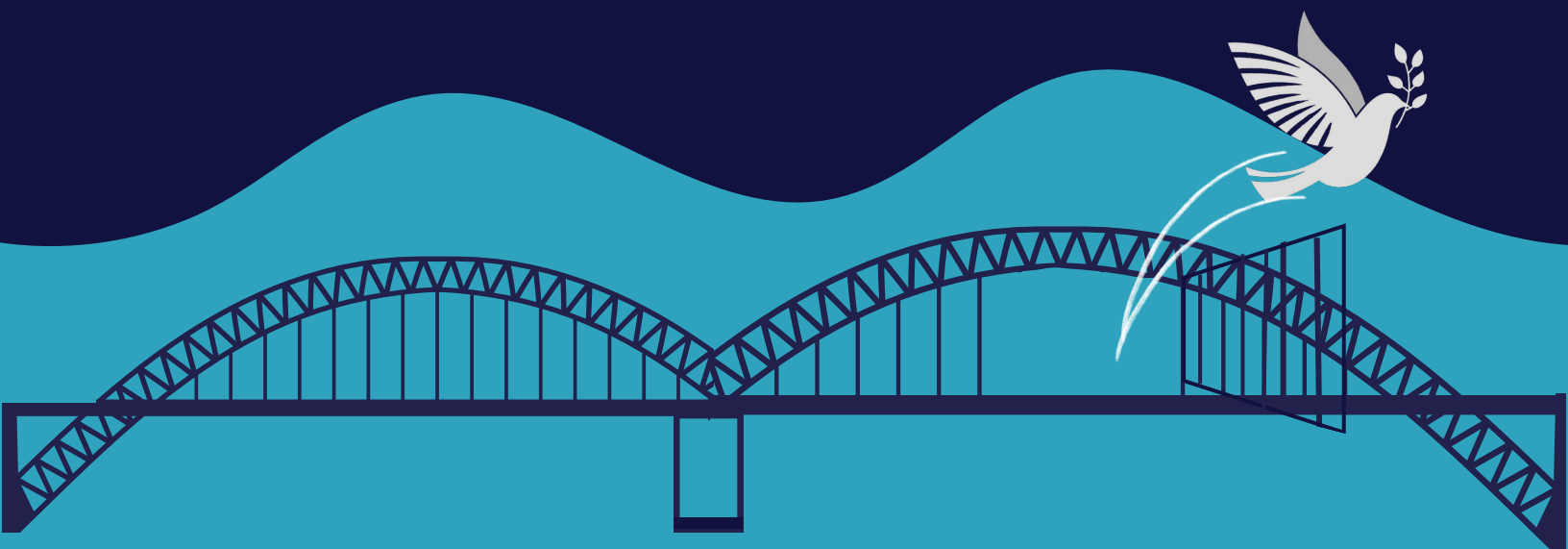


JOURNEY TO JUSTICE

NOVEMBER 7, 2024, 6:00 PM

HILTON MEMPHIS



**THE TENNESSEE INNOCENCE PROJECT
2024 MEMPHIS SPONSORSHIP OPPORTUNITIES**

EVENT DETAILS

The Tennessee Innocence Project invites you to our inaugural Memphis event: Journey to Justice! Join us for an unforgettable evening on Thursday, November 7th at the Hilton Memphis, where we will share the stories of innocent Tennesseans and their journey to justice.

This signature event will be one of our biggest fundraisers of the year, featuring a cocktail hour, three-course dinner, mission moments and more. The Tennessee Innocence Project will reflect on the path to exoneration for our clients and the many steps along the way.

Individual tickets to this event are priced at \$150 and sponsorship opportunities start at \$2,500.

ABOUT THE TENNESSEE INNOCENCE PROJECT

Formed in 2019, the Tennessee Innocence Project (TIP) works to free the wrongfully convicted and raise awareness about the root causes of wrongful convictions. We investigate claims of actual innocence, litigate cases with merit at no charge to the client, and engage in education and advocacy to help prevent future wrongful convictions. In our sixth year of operation, we have received and processed hundreds of applications and have successfully exonerated six individuals who collectively served 147 years wrongfully incarcerated.

To learn more about the Tennessee Innocence Project, please visit www.tninnocence.org.



OUR MEMPHIS IMPACT

In 2022, the Tennessee Innocence Project (TIP) launched their Make Memphis Campaign. The goal of this campaign was to open an office in Memphis that could better reach people who have been wrongfully convicted of crimes in Shelby County. Why? **Because TIP receives more applications from Shelby County than from anywhere else in the state. There is so much that makes Memphis MEMPHIS. Authenticity. Determination. Grit. We need support from our city to make Memphis more just for all.**

In July 2023, TIP opened its Memphis office in the heart of Midtown, with the goal of achieving our first Shelby County exoneration. On January 31, 2024, we proudly met that goal. Our Shelby County client Artis Whitehead was exonerated exactly 21 years to the date after being arrested for a crime he did not commit. This success was the culmination of a 4 year-long fight for Whitehead's freedom, led by TIP Executive Director and Senior Counsel Jessica Van Dyke,

As the need increases, our primary goal is to exonerate more wrongfully convicted individuals in Shelby County. We believe TIP's increased Memphis presence will lead to more innocent people being exonerated and allow those exonerations to occur as soon as possible. The project's secondary goal is to meaningfully engage with the Memphis community, both attorneys and the general public, to raise awareness about how to correct and prevent wrongful convictions.

TIP currently has 19 Shelby County cases under active review or investigation. These 19 individuals and their families are direct beneficiaries of TIP's services. None of these families have significant financial resources, so without TIP's services, they would have no way to access and navigate the legal process. TIP is literally their last hope for receiving justice. Sadly, we cannot take every case and many applications are added to our "awaiting representation" list.

Tennessee Innocence Project clients are represented at no charge, and we receive no funding from the national Innocence Project or from any other innocence organization. As an independent non-profit, we must raise funds to continue our valuable work. We cannot free the innocent without help from our incredible sponsors. The journey to justice through exoneration is long and costly, but with your sponsorship, we can decrease our Shelby County waiting list and provide innocent people with the legal representation necessary to exit the prison gates and return to their families.

SPONSORSHIP OPPORTUNITIES

EVENT PRESENTING SPONSOR- \$10,000

SPONSOR WILL RECEIVE:

- Presenting Rights – Ex. Journey to Justice Presented by COMPANY NAME
- Company name and logo on event invitations
- Preferred seating for twenty (20) guests (2 tables) introductory video or welcome speaker during event
- Verbal recognition during event
- Company logo printed on LIVE AUCTION bidding paddles
- Full-page, full color ad in the event program book
- Placement on Tennessee Innocence Project Website for ONE CALENDAR YEAR with link to your company website.
- Company logo scrolling on the Tennessee Innocence Project auction website.
- Acknowledgment and logo on social media channels with a minimum of 3 posts
- Signage recognition during cocktail hour
- Opportunity for Lunch and Learn or CLE with TIP staff
- Acknowledgement in full-page ad of issue of the Tennessee Bar Journal, a monthly print magazine. This ad will be seen by nearly 20,000 lawyers in the state.
- Acknowledgement in pre-and post-event press releases
- Logo placement in all 2024 bi-monthly eblast newsletters. Your logo will receive 10,000 impressions over a six-month period through a series of five email blasts to our loyal subscribers.
- Your sponsor logo will receive 17,000 impressions over a six-month period through a series of 3 social media posts to our followers.
- Visit from TIP staff for photo with company representatives to be highlighted on our social media and in our post-event newsletter.
- Jumbotron recognition during dinner and event



EXONERATION SPONSOR- \$5,000

SPONSOR WILL RECEIVE:

- Seating for ten (10) guests (1 table)
- Verbal recognition during event
- Half-page, half color ad in the event program book
- Placement on the Tennessee Innocence Project event website with link to company website
- Company logo scrolling on the TIP auction website
- Acknowledgement in full-page ad in an issue of the TN Bar Journal, a monthly print magazine that is seen by nearly 20,000 lawyers in the state
- Signage recognition during cocktail hour
- Opportunity for Lunch & Learn or CLE with TIP Staff
- Acknowledgment in pre-and-post event press releases
- Logo placement in all TIP 2024 bi-monthly eblasts. Your sponsor logo will receive 10,000 impressions over a six-month period through a series of five email blasts to our loyal subscribers.
- Acknowledgment and logo on social media channels with a minimum of 3 posts. Your sponsor logo will receive 17,000 impressions over a six-month period through a series of 3 social media posts to our followers.
- Jumbotron recognition during event

FREEDOM SPONSOR- \$4,000

SPONSOR WILL RECEIVE:

- Seating for ten (10) guests (1 table)
- Verbal recognition during event
- Logo placement in event program book
- Logo placement on TIP event website
- Acknowledgement in full-page ad in an issue of the TN Bar Journal, a monthly print magazine that is seen by nearly 20,000 lawyers in the state
- Acknowledgment in pre-and-post event press releases
- Jumbotron recognition during dinner and event
- Signage recognition during cocktail hour
- Acknowledgment and logo on social media channels with a minimum of 2 posts. Your sponsor logo will receive 12,000 impressions over a six-month period through a series of 2 social media posts to our followers.
- Logo placement in all TIP 2024 bi-monthly eblasts. Your sponsor logo will receive 10,000 impressions over a six-month period through a series of five email blasts to our loyal subscribers.
- Acknowledgment in post-event eblast newsletter

ADVOCATE SPONSOR- \$2,500

SPONSOR WILL RECEIVE:

- Seating for ten (10) guests (1 table)
- Verbal recognition during event
- Company name placement in event program book
- Company name listed on TIP event website
- Acknowledgment and logo on social media channels (one post)
- Acknowledgment in post-event eblast newsletter
- Jumbotron recognition during dinner and event
- Signage recognition during cocktail hour

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SPONSORSHIP COMMITMENT FORM

SPONSOR NAME:

CONTACT NAME:

CONTACT EMAIL:

CONTACT PHONE:

MAILING ADDRESS:

PRESENTING
(\$10,000)

EXONERATION
(\$5,000)

FREEDOM
(\$4,000)

ADVOCATE
(\$2,500)

WILL PAY
ONLINE

CHECK
ENCLOSED

SEND
INVOICE



THE TENNESSEE INNOCENCE PROJECT
EXONERATING THE WRONGFULLY CONVICTED

PLEASE COMPLETE AND RETURN TO:

Melissa Todd, Director of Development
melissa@tninnocence.org

2029 Peabody Ave, Memphis TN 38104

