

The Pinch

Uptown



MEMPHIS MEDICAL DISTRICT
COLLABORATIVE

Victorian Village

Memphis Medical District Collaborative EVENT SPONSORSHIP 2026

The Edge District

Peabody-Va

BACKGROUND

MMDC's events program engages employees, students, residents, and visitors through activation and animation of Medical District spaces and places to build community and enhance the quality of life in our neighborhoods.

AUDIENCE REACH

MMDC connects the community of 25,000 employees and more than 8,000 students of the Medical District's major health and education institutions and the 10,000+ neighborhood residents within its boundaries. MMDC's digital reach includes over 21,000 followers and subscribers. **MMDC's online viewers don't just scroll past; they actively participate and share, turning brand messages into trusted peer-to-peer recommendations.**

We connect with these audiences through the following communications tools:

- The Memphis Medical District Collaborative website
- MMDC E-News
- MMDC Social Media Platforms (Instagram, Facebook, and LinkedIn)
- Targeted emails to Institutional Partners and Community Partners
- On-Site Signage
- Local media outreach and stories
- Local media website listings and/or newsletter ads
- Print and outdoor advertising
- Flyers and Postcard Mailing
- Influencer Partnerships



Medical District Park Fitness Series

Fitness series in Medical District Park featuring free yoga and pilates, and zumba classes in the spring and fall of 2026.

\$5,000

Presenting Sponsor

- *Exclusive title Sponsor: "Medical District Park Fitness Series Presented by..."*
- *Marketing material of choice offered at check-in*
- *Verbal recognition at each event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Tagged in 3-4 social media stories, posts or reels on Instagram, Facebook, and LinkedIn*

\$2,500

Supporting Sponsor ("Supporter")

- *Marketing material of choice provided on tour*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

\$1,000

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

Sponsorship Package



Medical District Park Fitness Series

BENEFIT	PRESENTING (\$5,000)	SUPPORTER (\$2,500)	ADVOCATE (\$1,000)
Exclusive title Sponsor	✓		
Verbal Recognition at each event	✓	✓	
Marketing material of choice offered at check-in	✓	✓	
Logo listed on all promotional materials, digital and print	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	✓
Tagged in 3-4 social media stories, posts or reels on Instagram, Facebook, and LinkedIn	✓		



Sponsorship Opportunities

MEDICAL DISTRICT PARK CROSSWALK ZEBRAS

Crosswalk Zebras take inspiration from Bolivia's cebritas program, which dispatches citizens dressed in zebra suits (to mimic the stripes of a crosswalk) in order to draw more attention to pedestrians crossing the street. At each Crosswalk Zebra event, MMDC will partner with neighborhood stakeholders and engage three to five volunteers to walk – or dance – pedestrians across the street with the goal of attracting the attention of drivers.

This program is a playful way to create safer crossing situations for pedestrians at difficult intersections by enhancing pedestrian visibility.

This event takes quarterly across the Medical District.



\$2,500

Presenting Sponsor

- Exclusive title Sponsor: "Crosswalk Zebras Presented by..."
- Representative of choice quoted in event press release
- Volunteer opportunities for employees
- Logo listed on all promotional materials, digital and print
- Tagged in 1-2 social media stories, posts or reels on Instagram, Facebook, and LinkedIn

MEDICAL DISTRICT MOVIE NIGHT

Medical District Movie Nights will host a "silent" movie night in Medical District Park. This event will feature a family-friendly movie in the park with a fun twist - headphones (similar to a silent disco).

DATES: Summer/Fall 2026

Estimated Attendance: 200 over two events



\$2,500

Presenting Sponsor

- Marketing material of choice provided at check-in
- Verbal recognition at event
- Logo listed on all promotional materials, digital and print
- Name listed in all related event listings, social media, and media communications
- Table at event

\$1,000

Supporting Sponsor

- Logo listed on all promotional materials, digital and print
- Name listed in all related event listings, social media, and media communications

Taste of the District

This annual event is a celebration of the Medical District's food and beverage businesses - bringing together employees, students, residents, community partners, and representatives of the major health and education institutions at Medical District Park to enjoy all that the Medical District has to offer. This event is ticketed.

DATE: October 6, 2026 (Weather Permitting)

Estimated Attendance: 300 guests

\$10,000

Presenting Sponsor

- *Exclusive title Sponsor: "Taste of the District Presented by..."*
- *Logo listed on swag bags provided at check-in*
- *Marketing material of choice provided in check-in*
- *Representative of choice quoted in event press release*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Table at event if requested*
- *5 VIP tickets to event*
- *Access to professional event photography*

\$5,000

Supporting Sponsor ("Supporter")

- *Marketing material of choice provided at check-in*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Table at event if requested*
- *2 VIP tickets to event*

\$2,500

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Table at event if requested*



Sponsorship Package



Taste of the District

BENEFIT	PRESENTING (\$10,000)	SUPPORTER (\$5,000)	ADVOCATE (\$2,500)
Exclusive title Sponsor	✓		
Logo listed on swag bags provided at check-in	✓		
Representative of choice quoted in event press release	✓		
Marketing material of choice provided in check-in	✓	✓	
Verbal recognition at event	✓	✓	
Logo listed on all promotional materials, digital and print	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	✓
Table at event if requested	✓	✓	✓
VIP tickets to event	✓ 5 Tickets	✓ 2 Tickets	
Access to professional event photography	✓		



Medical District Holiday Market

The Medical District Holiday Market features local, minority, and women owned businesses in the Medical District and surrounding areas.

DATE: December 6, 2026

Estimated Attendance: 300 guests

\$5,000

Presenting Sponsor

- *Exclusive title Sponsor: "Holiday Market Presented by..."*
- *Marketing material of choice provided in check-in*
- *Representative of choice quoted in event press release*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Access to professional event photography*

\$2,500

Supporting Sponsor ("Supporter")

- *Marketing material of choice provided at check-in*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

\$1,000

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*



Sponsorship Package



Medical District Park Holiday Market

BENEFIT	PRESENTING (\$5,000)	SUPPORTER (\$2,500)	ADVOCATE (\$1,000)
Exclusive title Sponsor	✓		
Representative of choice quoted in event press release	✓		
Marketing material of choice provided during tour	✓	✓	
Verbal recognition at event	✓	✓	
Logo listed on all promotional materials, digital and print	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	✓
Access to professional event photography	✓		

Discover the District Tours

Since 2021 MMDC has been providing free tours of the Medical District to community stakeholders, visiting developers, and partners to display the tangible changes and projects underway across the Medical District. This sponsorship provides opportunities to engage with these populations during quarterly Discover the District tours.

Estimated Attendance: 100 guests

\$5,000

Presenting Sponsor

- *Exclusive title Sponsor: "Discover the District Presented by..."*
- *Marketing material of choice provided on tour*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

\$2,500

Supporting Sponsor ("Supporter")

- *Marketing material of choice provided on tour*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

\$1,000

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*



Sponsorship Package

Discover the District Tours



BENEFIT	PRESENTING (\$5,000)	SUPPORTER (\$2,500)	ADVOCATE (\$1,000)
Exclusive title Sponsor	✓		
Marketing material of choice provided during tour	✓	✓	
Verbal recognition at event	✓	✓	
Logo listed on all promotional materials, digital and print	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	✓



Mind Your Business Series

Free educational platform of monthly classes taught by subject matter experts to assist small business owners and entrepreneurs navigate growth.

Estimated Attendance: 300 Guests

DATES: To Be Announced

\$10,000

Presenting Sponsor

- *Exclusive title Sponsor: "Mind Your Business Series Presented by..."*
- *Marketing material of choice provided in check-in*
- *Presentation opportunity by representative of choice*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Volunteer opportunities*

\$5,000

Supporting Sponsor ("Supporter")

- *Marketing material of choice provided in check-in*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Volunteer opportunities*

\$2,500

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*



Sponsorship Package



Mind Your Business Series

BENEFIT	PRESENTING (\$10,000)	SUPPORTER (\$5,000)	ADVOCATE (\$2,500)
Exclusive title Sponsor	✓		
Presentation opportunity by representative of choice	✓		
Marketing material of choice provided at check-in	✓	✓	
Logo listed on all promotional materials, digital and print	✓	✓	
Name listed in all related event listings, social media, and media communications	✓	✓	✓
Volunteer opportunities	✓	✓	✓

Women Inspiring the Narrative (WIN)

Women Inspiring the Narrative "WIN" is a new way to connect and celebrate with Memphis women in leadership. Organized by the Memphis Medical District Collaborative (MMDC), this special event will emphasize the influential role of women in shaping stories, perspectives, and places.

By highlighting the impact of women's experiences, achievements, and contributions across the domains of healthcare, economic development, placemaking, education, and more, we aim to amplify women's voices and stories toward a more inclusive and diverse community. This event is ticketed.

Event Date: March 2027

Estimated Attendance: 250 guests

\$10,000

Presenting Sponsor

- *Exclusive title Sponsor: "WIN Presented by..."*
- *Marketing material of choice provided in check-in*
- *Representative speaking opportunity*
- *Sponsor profile in event program*
- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Promotional table at event if requested*
- *5 tickets to event*
- *Access to professional event photography*

\$5,000

Supporting Sponsor ("Supporter")

- *Verbal recognition at event*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Promotional table at event if requested*
- *2 tickets to event*

\$2,500

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Promotional table at event if requested*

Sponsorship Package



Women Inspiring the Narrative (WIN)

BENEFIT	PRESENTING (\$10,000)	SUPPORTER (\$5,000)	ADVOCATE (\$2,500)
Exclusive title Sponsor	✓		
Marketing material of choice provided in check-in	✓		
Representative speaking opportunity	✓		
Sponsor Profile in Event Program	✓		
Verbal recognition at event	✓	✓	
Logo listed on all promotional materials, digital and print	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	✓
Promotional table at event if requested	✓	✓	✓
Complimentary Tickets to event	✓ 5 tickets	✓ 2 tickets	
Access to professional event photography	✓		

BizWeek

Series of supplier events that will introduce Memphis' small and minority owned businesses to major institutional procurement teams, provide guidance on getting "procurement ready," and end the week with a ceremony event for the entrepreneurs, partners, and sponsors.

DATES: May 11-15, 2026

\$10,000

Presenting Sponsor

- *Exclusive title Sponsor: "MMDC BizWeek Presented by..."*
- *Marketing material of choice provided in check-in*
- *Presentation opportunity by representative of choice*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Access to professional event photography*

\$5,000

Supporting Sponsor ("Supporter")

- *Marketing material of choice provided in check-in*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

\$2,500

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

Sponsorship Package



Biz Week

BENEFIT	PRESENTING (\$10,000)	SUPPORTER (\$5,000)	ADVOCATE (\$2,500)
Exclusive title Sponsor	✓		
Marketing material of choice provided in check-in	✓	✓	
Presentation opportunity by representative of choice	✓		
Logo listed on all promotional materials, digital and print	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	✓
Access to professional event photography	✓		

Career Launch Academy



Hire Local's Career Launch Academy (CLA) is our annual summer program designed to give high school juniors and seniors valuable training and real-world experience in healthcare, empowering them to launch their careers. We partner with district and charter schools to upskill local youth into in-demand healthcare fields.

In summer 2025, CLA exceeded its goal to upskill 100 students, preparing even more young people for bright futures. Our 2025 course offerings included Healthcare Discovery, Certified Nursing Assistant (CNA), and Pre-EMT. This Pre-EMT class is specifically designed to put students on a path to an exciting career in emergency response. All CNA students had the invaluable opportunity to interview for open positions at Methodist Le Bonheur Healthcare, and five Pre-EMT graduates will be selected for the fall Emergency Medical Technician Course (EMT). The Career Launch Academy is quickly becoming the premiere segue for students to expand their skill set and possibilities, opening doors to incredible opportunities in the healthcare sector.

Presenting Sponsor

Impact: Covers full tuition, fees, and stipends for 5+ students

\$50,000

- Exclusive title recognition: Career Launch Academy powered by [Sponsor]
- Primary logo placement on all CLA promotional materials (digital and print)
- Logo on student t-shirts (premium placement)
- Logo recognition on MMDC and Hire Local websites
- Sponsor name included in all related listings, social media, and media communication
- Company representative speaking opportunity and/or student tour
- Representative of choice quoted in event press release
- Volunteer engagement opportunities with students

Supporting Sponsor (“Supporter”)

Impact: Covers full tuition, fees, and stipends for 2+ students

\$15,000

- Secondary logo placement on all CLA promotional materials (digital and print)
- Logo on student t-shirts (standard placement)
- Logo recognition on MMDC and Hire Local websites
- Sponsor name included in group social media and media communications
- Volunteer engagement opportunities with students

Advocating Sponsor (“Advocate”)

Impact: Covers full tuition, fees, and stipends for 1+ student(s)

\$10,000

- Sponsor name listed on CLA promotional materials (digital and print)
- Sponsor name included in group event listings and social media recognition
- Volunteer engagement opportunities with students



Sponsorship Package



Career Launch Academy

BENEFIT	PRESENTING (\$50,000)	SUPPORTER (\$15,000)	ADVOCATE (\$10,000)
Exclusive Title Recognition	✓		
Logo placement on all CLA promotional materials (digital and print)	✓ Primary Placement	✓ Secondary Placement	
Logo listed on Student T-Shirts	✓ Premium Placement	✓ Standard Placement	✓ Standard Placement
Logo listed on MMDC & Hire Local Websites	✓	✓	✓
Volunteer engagement opportunities with students	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	
Company representative speaking opportunities and/or tour for students	✓		
Representative of choice quoted in Press Release	✓		



Career Launch Academy



À LA CARTE ENHANCEMENT OPPORTUNITIES

Available as add-ons to sponsorship packages. À la carte options do not replace sponsorship levels. These opportunities are designed to amplify sponsor visibility through dedicated, exclusive content and recognition.

Dedicated Sponsor Spotlight Email

\$2,500 – \$4,000

- One branded email sent to Hire Local's full subscriber list
- Sponsor featured as a supporter of CLA and workforce development

Dedicated CLA Sponsor Spotlight Social Campaign

\$2,000 – \$3,500

- 3–5 dedicated social media posts highlighting the sponsor's support
- Sponsor tagged and featured across platforms

Premium Logo Placement on Student T-Shirts

\$3,000 – \$5,000 (Limited availability)

- Exclusive premium logo placement (front or sleeve)
- Available to one sponsor per cohort

Sponsored Student Story or Program Highlight Video

\$5,000 – \$8,000

- One professionally produced short video
- Highlights student impact and sponsor partnership
- Suitable for sponsor and Hire Local digital channels



Strangewaze

Strangewaze is a one-day festival celebrating local culture and community, taking place May 20, 2026. It showcases authentic Memphis vibes in the heart of the Medical District with an outdoor concert, local artisan marketplace, and interactive pop-ups. Free food, free drinks, and activities will be available to all attendees throughout the event while supplies last!

Estimated Attendance: 800–1,000 Guests

\$10,000

Presenting Sponsor

- *Exclusive title Sponsor: "Strangewaze Presented By"*
- *Marketing material of choice provided in check-in*
- *Presentation opportunity by representative of choice*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*
- *Access to professional event photography*

\$5,000

Supporting Sponsor ("Supporter")

- *Marketing material of choice provided in check-in*
- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*

\$2,500

Advocating Sponsor ("Advocate")

- *Logo listed on all promotional materials, digital and print*
- *Name listed in all related event listings, social media, and media communications*



Sponsorship Package



Strangewaze

BENEFIT	PRESENTING (\$10,000)	SUPPORTER (\$5,000)	ADVOCATE (\$2,500)
Exclusive title Sponsor	✓		
Presentation opportunity by representative of choice	✓		
Access to professional event photography	✓		
Marketing material of choice provided in check-in	✓	✓	
Logo listed on all promotional materials, digital and print	✓	✓	✓
Name listed in all related event listings, social media, and media communications	✓	✓	✓



Contact: Haley Gentner, Director of Communications and Development
haley@memphismedicaldistrict.org | 901.552.4781

IMPACT MEASURES

- Event Attendance, Foot Traffic, and Return Attendees
- Institutional Partner Participation
- Event Surveys for Attendees and Participating Partners
- Digital Media Engagement and Interactions
- Internal post-event assessment to improve events over time

PROGRAMMING GOALS

- Engage residents, employees, and students in the Medical District and surrounding communities
- Improve access to free health and wellness opportunities
- Highlight local businesses to the larger Medical District community of residents, students, and employees in a format that enhances attendee and vendor experience
- Cultivate and strengthen connections between attendees and public space, promoting the growing District community

Mission

Foster a vibrant, safe and equitable Medical District

Vision

Be regarded and recognized as a sought-after District to live, work, learn and play in this region

ANCHOR PARTNERS



BUILDING A THRIVING MEDICAL DISTRICT TOGETHER

Scan here to explore our impact and resources for the community

