



Choosing Dignity

The Community Resource
Center's Sponsorship Guide

2026

**COMMUNITY
RESOURCE
CENTER**



615.291.6688



hello@crcmidtn.org

Who We Are

Introduction

Founded in 1985, the Community Resource Center (known locally as the CRC) began as a simple wish-list published in The Tennessean asking the community to donate basic household items for people in need. Since then, the CRC has become Nashville's lead agency in times of crisis and the nonprofit community's go-to resource for ongoing essential needs.

30% of American families struggle to afford essential non-food items and are therefore forced to make trade-offs on other living expenses, including forgoing buying food. **We believe hygiene is a human right and fundamental basic human need, not just for those that can afford it.** That's why we direct all of our resources to source high-quality, consistent essential hygiene products to ensure every Middle Tennessean has what they need to thrive.

100+ partner agencies across 7 counties in Middle Tennessee rely on the CRC to provide thousands of hygiene and cleaning products throughout the year. The CRC manages this from its own 5,000-square-foot warehouse and office space in Nashville, where products are received, stored, packaged, and distributed. **In 2024, the CRC distributed approximately 1.7 million essential products to food banks, schools, homeless outreach organizations, and other partners to provide hygiene directly to community members in need.**

By taking on the responsibility of having essential items in stock and available, the CRC frees our partner agencies to maintain focus on their missions and services. They spend less time holding product drives and more time providing services and support for their clients.

For 35 years, the Community Resource Center of Nashville has been a supply line to the front lines of poverty. Our mission is to empower our partner agencies to maintain their focus on providing critical services to Middle Tennessee's most vulnerable populations by relieving them of the burden of securing basic essential products. From the entire CRC Team, we want to express our deepest gratitude for your partnership and the amazing work of your organization to meet the needs of our most vulnerable neighbors. Through creative collaboration, we are excited to continue making a positive impact in our communities together.

Community Resource Center

218 Omohundro Pl.

Nashville, TN, 37210

Phone: (615) 291-6688

crcmidtn.org

Hygiene Insecurity

Many people are aware of the issue of a lack of access to basic needs such as food, clothing, and housing. However, fewer people think about the barriers to accessing basic hygiene products that many of our neighbors in Middle Tennessee face every day.

Hygiene Insecurity is the lack of consistent access to hygiene products, such as toothbrush, toothpaste, soap, deodorant, shampoo, menstrual products, or laundry detergent.

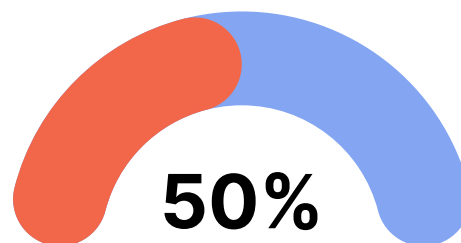


No one should have to choose between putting food on the table and keeping themselves and their family clean and healthy. Unfortunately, for many of our neighbors in Middle Tennessee, that difficult decision is made far too often.

Today, 2 in 5 Middle Tennesseans struggle to afford basic hygiene and household cleaning products. Hygiene insecurity disproportionately impacts women, girls, and gender-expansive people who menstruate due to period poverty.



1 in 4 menstruating students will miss school each year due to not being able to afford period care products.

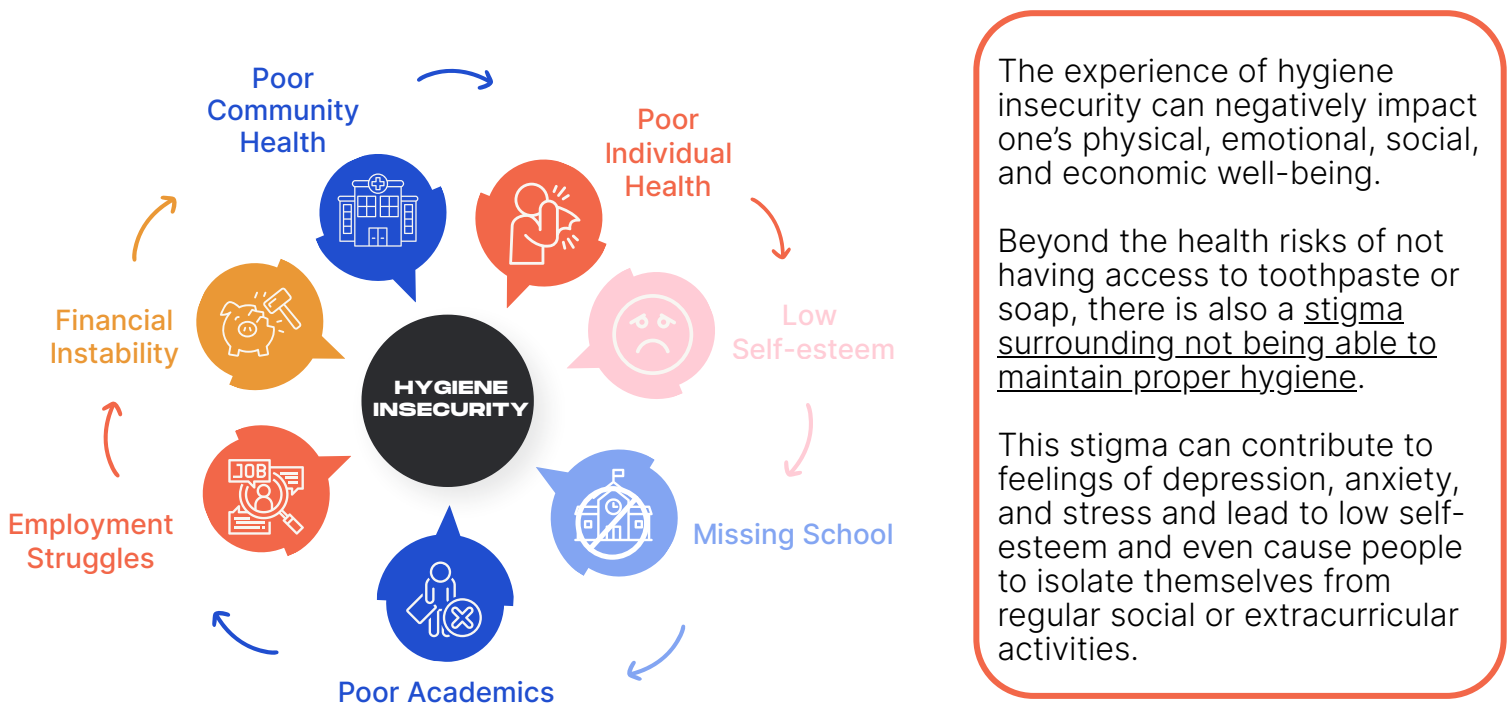


Half of families in the United States with young children struggle to afford diapers for their baby each year.

Hygiene insecurity impacts not only individuals and families, but entire communities.

According to the 2023 American Community Survey, around **388,000** of our neighbors in Middle Tennessee are struggling to provide basic hygiene products to their families.

Hygiene Insecurity Cycle



When people don't have the ability to keep themselves and their clothing clean, they may miss work or school.

This ripple effect makes it increasingly difficult to secure and maintain gainful employment and financial stability. **Without proper hygiene, communities cannot flourish and reach their full potential.**



Thank you!

Thank you for your interest in supporting the mission of the Community Resource Center. Enclosed is our 2026 Sponsorship Guide, created to highlight the many ways your partnership can make a meaningful difference in the lives of those we serve. By joining us, you not only help strengthen our community—you also showcase your business to a wide network of organizations, corporations, donors, partners, volunteers, and community members across Middle Tennessee.

Explore Our Options

Annual Sponsorship: As an Annual Sponsor, your business will be **celebrated throughout the year across our events, programs, and outreach efforts.** This partnership not only highlights your commitment to the community but also connects your brand with the hope, dignity, and impact made possible through the work of the Community Resource Center.

Event-Based Sponsorship: By sponsoring one of our signature events, your business will be recognized and **celebrated among our attendees, partners, and community supporters.** This opportunity not only showcases your brand but also demonstrates your commitment to creating meaningful impact and advancing the mission of the CRC.

ALL IN FOR
HYGIENE



DISHIN'
UP Dignity

Every sponsorship and donor dollar contributed, **goes directly into the support of over 300,000 individuals and families in Middle Tennessee.** We deeply value your partnership and the confidence you place in the CRC. Please take a look at the enclosed guide and feel free to reach out with questions, or to customize a plan that aligns with your goals. We look forward to making a difference with you.

Melissa Jaggers
Chief Executive Officer

annual Sponsorship Opportunities

**SPONSORSHIP LEVEL AND PACKAGE
FOR ALL IN FOR HYGIENE 2026
[INCLUDED]**

**SPONSORSHIP LEVEL AND PACKAGE
FOR DISHIN' UP 2026 [INCLUDED]**

**INCLUSION ON CRC WEBSITE
SPONSOR PAGE [YEAR ROUND]**

**LOGO INCLUSION IN CRC
WAREHOUSE**

**LOGO INCLUSION IN CRC
NEWSLETTERS**

INCLUSION IN ANNUAL REPORT

**EXECUTIVE SPEAKING
OPPORTUNITY DURING ONE
EVENT OR VOLUNTEER DAY**

**# OF DEDICATED SOCIAL MEDIA
POSTS PER YEAR**

**# OF VOLUNTEER ENGAGEMENT
OPPORTUNITIES- YEARLY**

PRESENTING PARTNER \$25,000	LEADERSHIP PARTNER \$15,000	IMPACT PARTNER \$10,000	COMMUNITY PARTNER \$5,000
PLATINUM	PLATINUM	ANTE	ANTE
CHAMPION	CHAMPION	PARTNER	SUPPORTER
			NAME ONLY
			
BI-MONTHLY NEWSLETTER	QUARTERLY NEWSLETTER	2X/ YEAR JANUARY & JULY	1X/ YEAR MAY
RECOGNITION	RECOGNITION	RECOGNITION	RECOGNITION
			
5	4	3	2
6	4	2	1

A *premier* SPONSOR OPPORTUNITIES

ALL IN FOR
HYGIENE

	PRESENTING SPONSOR \$25,000	JACKPOT SPONSOR \$10,000	PLATINUM SPONSOR \$5,000	ANTE SPONSOR \$2,500
IDENTIFICATION AS THE PRESENTING SPONSOR ON ALL SIGNAGE/ MEDIA				
LOGO INCLUSION ON ALL EVENT MATERIALS				
SIGNAGE ON ALL TABLES AT EVENT				
NAMING RIGHTS TO ONE TABLE GAME				
INCLUSION ON EVENT WEBSITE	LOGO	LOGO	LOGO	NAME
LOGO INCLUSION IN EVENT PROGRAM	FULL PAGE	HALF PAGE	1/3 PAGE	
# OF DEDICATED- EVENT RELATED- SOCIAL MEDIA POSTS	3	2	1	1
# OF TICKETS TO EVENT	20	15	6	4
INVITATION TO PATRON'S PARTY				
FIRST RIGHT OF REFUSAL TO SPONSOR IN 2027				
RECOGNITION DURING EVENT PROGRAM				
CASINO CASH CO-BRANDED WITH LOGO				



premier

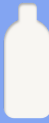
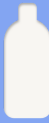
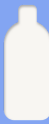
SPONSOR OPPORTUNITIES

DISHIN'
UPDignity

	DIGNITY DEFENDER \$10,000	DIGNITY CHAMPION \$5,000	DIGNITY PARTNER \$2,500	DIGNITY SUPPORTER \$1,000
IDENTIFICATION AS THE PRESENTING SPONSOR ON ALL SIGNAGE/ MEDIA				
LOGO INCLUSION ON EVENT MATERIALS				
# OF DEDICATED- EVENT RELATED- SOCIAL MEDIA POSTS	2	1	SHARED POST	SHARED POST
INCLUSION IN EVENT PROGRAM				NAME
INCLUSION ON CRC & EVENT WEBSITE				NAME
# OF TICKETS TO EVENT- YOUR CHOICE OF BREAKFAST/LUNCH	10	6	4	2
LOGO INCLUSION ON CRC NEWSLETTERS				
INVITATION TO SPEAK AT EVENT				
LOGO INCLUSION ON DIGITAL ADS				
OPTION TO PROVIDE MARKETING MATERIALS				

program

SPONSOR OPPORTUNITIES

	SIGNATURE PARTNER \$25,000	CHAMPION PARTNER \$15,000	SUPPORTING PARTNER \$10,000	COMMUNITY PARTNER \$5,000
SPONSORSHIP OF ONE MAJOR PROGRAM	EXCLUSIVE	CO- SPONSOR	SUPPORTING SPONSOR	COMMUNITY LEVEL SPONSOR
LOGO INCLUSION ON PROGRAM COMMUNICATIONS				NAME ONLY
LOGO INCLUSION ON CRC WEBSITE			NAME ONLY	NAME ONLY
LOGO INCLUSION IN CRC WAREHOUSE	SIGNAGE	SHARED SIGNAGE	SCROLLING TV	SCROLLING TV
# OF DEDICATED SOCIAL MEDIA POSTS PER YEAR	2	1	SHARED POST	SHARED POST
EVENT PHOTO INCLUSION ON CRC SOCIAL MEDIA	EXCLUSIVE SOCIAL MEDIA POST	SOCIAL MEDIA POST	SOCIAL MEDIA STORY	SOCIAL MEDIA STORY
LOGO INCLUSION IN CRC ANNUAL REPORT			NAME ONLY	NAME ONLY
VOLUNTEER ENGAGEMENT DAYS				

ADDITIONAL SPONSOR OPPORTUNITY:

\$2,500— QUARTERLY VOLUNTEER DAY SPONSOR

INCLUDES:

- EXCLUSIVE SPONSOR OF ONE QUARTERLY VOLUNTEER EVENT
- LOGO INCLUSION ON SIGNAGE
- RECOGNITION IN VOLUNTEER COMMUNICATIONS
- SOCIAL MEDIA INCLUSION: RECAP GROUP PHOTO

2026 PARTNERSHIP COMMITMENT FORM



PARTNER/INDIVIDUAL INFORMATION

Company or Donor Name

Contact Name (if different than Donor Name)

Street Address

City

State

Zip

Phone

Email

Website

Signature

annual Sponsorship Opportunities

- ☐ **Presenting Partner**
\$25,000
- ☐ **Leadership Partner**
\$15,000
- ☐ **Impact Partner**
\$10,000
- ☐ **Community Partner**
\$5,000

premier ALL IN FOR HYGIENE Sponsorship Opportunity

- ☐ **Presenting Partner**
\$25,000
- ☐ **Jackpot Sponsor**
\$10,000
- ☐ **Platinum Sponsor**
\$5,000
- ☐ **Ante Sponsor**
\$2,500

premier DISHIN' UP Dignity Sponsorship Opportunity

- ☐ **Dignity Defender**
\$10,000
- ☐ **Dignity Champion**
\$5,000
- ☐ **Dignity Partner**
\$2,500
- ☐ **Dignity Supporter**
\$1,000

TOTAL COMMITMENT \$ _____

PAYMENT INFORMATION

- ☐ Check enclosed [preferred method]
- ☐ Please send invoice
- ☐ Credit card [We will contact you to make a credit card payment. There is a 4% service fee]

Please make **checks payable to:**
Community Resource Center

Mailing Address:
218 Omohundro Place
Nashville, TN 37210