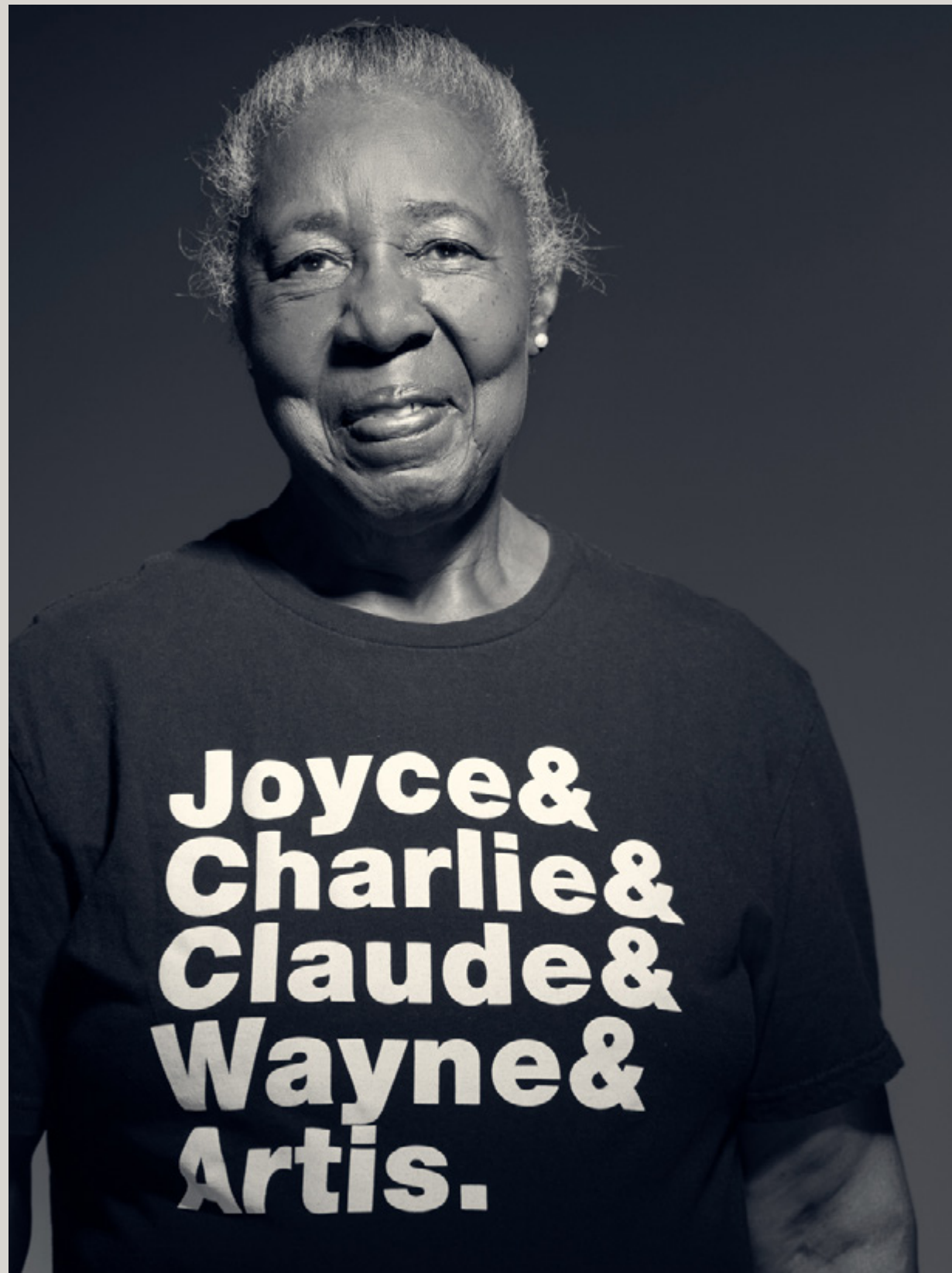


Sponsorship Opportunities

A black and white photograph of four Black men of various ages, all smiling and posing together. They are standing in front of a white banner that has some text on it, including "EXONERATING THE WRONGFULLY CONVICTED" and "tninn". The man on the far left is wearing a dark suit jacket over a dark shirt and a chain. The man next to him is wearing glasses, a goatee, and a knitted beanie. The man in the center is wearing a dark polo shirt and a chain. The man on the far right is wearing glasses, a goatee, and a suit jacket over a dark shirt and tie. The word "Sponsorship" is written in large white letters across the top, and "Opportunities" is written in large white letters across the bottom.

Contact: Adriana Gascoigne, Director of Development
adriana@tninnocence.org | (303) 931-8056



PEOPLE EXONERATED

3,600+

Since 1989, 3,600+ people in the United States have been exonerated after being wrongfully convicted.

Leading contributors include mistaken eyewitness identifications, false confessions, unreliable forensic science, and misconduct or inadequate legal representation.

YEARS LOST

30,000+

Collectively, these individuals lost 30,000+ years of their lives to incarceration for crimes they did not commit.

Every day an innocent person remains incarcerated is a day of lost family, lost work, and lost hope.

The Crisis of Wrongful Convictions (U.S.)

Why This Matters

Imagine someone you love is accused of a crime they didn't commit. You know their character and their innocence, but the charges are terrifying, and the stakes couldn't be higher.

You might think that if they're truly innocent, the justice system will protect them. But that's not always how it works. And every day they remain behind bars matters.

Behind every statistic is a human life — a voice that deserves to be heard.





Who We Are

Founded in 2019, Tennessee Innocence Project (TIP) is the state's first full-time, statewide innocence organization, dedicated to freeing innocent people, strengthening the justice system, and preventing future wrongful convictions.

TIP has helped exonerate 10 innocent Tennesseans who collectively served 303 years in prison for crimes they did not commit.

With offices in Nashville and Memphis, TIP represents individuals across the state and receives hundreds of applications each year.

Our Four Pillars of Impact

Tennessee Innocence Project (TIP) seeks justice for all by advocating for innocent people who were wrongly convicted and working to prevent future wrongful convictions. To achieve this mission, TIP focuses on four pillars:



Legal Representation

TIP provides high-quality legal advocacy, including case investigation, DNA testing, and litigation, to secure exonerations for wrongfully convicted individuals.



Reentry Support

TIP supports exonerees in rebuilding their lives by connecting them with essential resources such as housing, employment, healthcare, and community support.



Educational Outreach

TIP raises awareness about wrongful convictions through community engagement, storytelling, and partnerships that educate and inspire action.



Policy Reform

TIP advances systemic change by advocating for laws and policies that prevent wrongful convictions and strengthen the integrity of the justice system.

Your Partnership Changes the Landscape

With continued funding from supporters like you,
TIP can:

- Take on more cases across Tennessee
- Hire and support more attorneys
- Expand education, advocacy, and post-release services



**Your investment directly translates into
freedom, reform, and restored lives.**

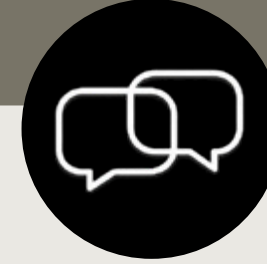


Ways to Partner with TIP

We offer five high-impact sponsorship options designed for organizations seeking:



**Brand-aligned
visibility**



**Thought
leadership
opportunities**



**Meaningful
community
impact**



**Employee
Engagement
& Volunteerism**



**Education &
Continued
Learning**

Each package supports justice while engaging your audience, clients, and employees in a powerful cause.

PACKAGE 1

Community Justice Partner — Investment: \$5,000

Deepen your organization's connection to justice, community, and impact through meaningful membership and exclusive engagement opportunities.

Why it matters:

Together, we can restore lives, strengthen communities, and build a justice system that values truth and accountability.

With targeted funding, we can:

- Expand free post-conviction legal services for innocent Tennesseans.
- Advance policy and public education that help prevent future wrongful convictions.
- Foster meaningful partnerships through exclusive access, recognition, and mission-driven engagement.

Ideal for:

Community-focused companies and individuals seeking to support justice reform, engage authentically with the mission, and build lasting relationships while receiving exclusive access and tangible expressions of impact.



Includes:

Special Invitation

to the Donor Appreciation Experience.

Two (2) Tickets

to the Journey To Justice Gala.

Tennessee Innocence Project Gift Basket

Including: Official branded t-shirt, Two (2) branded water bottles, One bag of Grit + Grace teas, One bag of Bongo Java – Grounds for Innocence coffee beans, Branded tumbler, Branded baseball hat.

Inclusion in our Sizzle Reel

Marketing Bells and Whistles

Branding and logo inclusion on the program, website, registration page, program presentation deck, social media, newsletter, signage and more.



PACKAGE 2

Justice Builder

Investment: \$10,000

A streamlined way to support TIP's mission with maximum flexibility.

Why it matters:

Your gift provides critical resources that keep social justice and criminal justice reform at the forefront of change.

With targeted funding, we can:

- Support more attorneys
- Investigate and litigate more innocence cases
- Expand education, advocacy, and exoneree services

Ideal for:

Partners seeking high-impact support without program-specific commitments.



Includes:

Special Invitation

to the Donor Appreciation Experience.

Five (5) Tickets

to the Journey To Justice Gala.

Tennessee Innocence Project Gift Basket

Including: Official branded t-shirt, Two (2) branded water bottles, One bag of Grit + Grace teas, One bag of Bongo Java – Grounds for Innocence coffee beans, Branded tumbler, Branded baseball hat.

One Custom, Collaborative Blog Entry

featuring your organization's values and impact.

Inclusion in our Sizzle Reel

Marketing Bells and Whistles

Branding and logo inclusion on the program, website, registration page, program presentation deck, social media, newsletter, signage and more.



PACKAGE 3 – (DIGITAL & CONTENT MARKETING)

Justice Amplifier

Investment: \$25,000

Position your brand as a champion of justice through high-visibility digital engagement.

Why it matters:

Your support amplifies stories of justice, fuels public awareness, and helps advance meaningful criminal justice reform across Tennessee.

With targeted funding, we can:

- Expand our digital storytelling to educate and engage more advocates, donors, and community members.
- Increase awareness of wrongful convictions and the urgent need for systemic reform.
- Create compelling content that inspires action, strengthens community support, and elevates the voices of exonerees.

Ideal for:

Brands seeking meaningful visibility and storytelling aligned with social justice and community impact.



Includes:

Your Company Logo

on the TIP Website.

Your Company Promo Video

featured on our YouTube channel.

A Moderated TIP Talk

webinar with Jason Gichner, Executive Director of TIP.

Special Invitation

to the Donor Appreciation Experience.

TEN (10) Tickets

to the Journey To Justice Gala.

Tennessee Innocence Project Gift Basket

Including: Official branded t-shirt, Two (2) branded water bottles, One bag of Grit + Grace teas, One bag of Bongo Java – Grounds for Innocence coffee beans, Branded tumbler, Branded baseball hat.

One Custom, Collaborative Blog Entry

featuring your organization's values and impact.

Inclusion in our Sizzle Reel

Marketing Bells and Whistles

Branding and logo inclusion on the program, website, registration page, program presentation deck, social media, newsletter, signage and more.



PACKAGE 4 – (EVENTS & PROGRAMS)

Justice Catalyst

Investment: \$50,000

Why it matters:

Your partnership fuels year-round public engagement, education, and advocacy—expanding awareness of wrongful convictions while bringing together community leaders, supporters, and changemakers to advance justice across Tennessee.

With targeted funding, we can.

- Expand the reach and impact of TIP’s signature events and educational programs, engaging more advocates and supporters statewide.
- Create meaningful opportunities for community dialogue, learning, and collaboration that advance criminal justice reform.
- Strengthen year-round outreach and mission-driven engagement that inspires action, grows support, and accelerates lasting change.

Ideal for:

Organizations seeking deep engagement, thought leadership, and in-person visibility.

Deliverables

Employee Engagement and Attendance

in all TIP events and programs.

Branding Opportunities

logo, boiler plate and other branding opportunities on digital properties, registration page, signage and promotional materials.

Fifteen (15) Tickets

to the Journey To Justice Gala.

Exhibitor table or booth

to engage attendees and showcase your product or service.

One custom, collaborative blog entry

featuring your organization's values and impact.

Access to all photos and videos

captured from each event.

Lead Sponsorship Recognition

across all listed events and programs for a full calendar year.

Logo Placement

On Event signage and step-and-repeat backdrops. Digital invitations, event webpages, and registration platforms. Select printed materials (programs, signage, menus, or place cards where applicable).

Verbal Recognition

at all sponsored events (stage or host acknowledgment).

Custom Sponsor Call-Out

in TIP’s email newsletters and social media promotion tied to events.

Year-Round Visibility

through inclusion in a branded event calendar graphic shared with stakeholders.

VIP Access & Engagement

Reserved seating or priority access at the Journey To Justice Gala. Invitations for sponsor guests to The Justice Table, Evening for Innocence, and Grit & Grace High Tea.

Mission Alignment Opportunity

Option to co-host or provide a brief welcome at one event. Opportunity to align messaging with justice reform, storytelling, or community impact themes.

Post-Event Impact Report

summarizing reach, engagement, and outcomes across sponsored programs.

Inclusion in our Sizzle Reel

Marketing Bells and Whistles

Branding and logo inclusion on the program, website, registration page, program presentation deck, social media, newsletter, signage and more.

Inclusion in the event press releases, as applicable



PACKAGE 4 – (EVENTS & PROGRAMS)

Justice Catalyst ——— Investment: \$50,000

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Your partnership fuels year-round public engagement, education, and advocacy—expanding awareness of wrongful convictions while bringing together community leaders, supporters, and changemakers to advance justice across Tennessee.

With targeted funding, we can.

- Expand the reach and impact of TIP’s signature events and educational programs, engaging more advocates and supporters statewide.
- Create meaningful opportunities for community dialogue, learning, and collaboration that advance criminal justice reform.
- Strengthen year-round outreach and mission-driven engagement that inspires action, grows support, and accelerates lasting change.

Ideal for:

Organizations seeking deep engagement, thought leadership, and in-person visibility.

Featured Programs

TIP Talks

A quarterly thought-leadership series spotlighting exonerees, attorneys, and journalists—designed to educate, inspire, and activate new supporters.

The Justice Table

An invitation-only professional lunch series blending education with high-value relationship building among corporate and foundation leaders.

Evening for Innocence

Intimate in-home gatherings that foster deep connection, candid dialogue, and meaningful mid- and major-donor cultivation.

Journey to Justice Gala

Our flagship annual fundraiser featuring elevated storytelling, powerful program moments, and premier sponsorship visibility.

Justice Jam

A large-scale benefit concert placing TIP at the heart of Nashville’s culture while engaging major sponsors and new audiences.

Coffeehouse Sessions

Enjoy a monthly intimate concert with meaningful conversations that connect community members with stories of justice, hope, and impact.

Golf Tournament

Drive support for justice reform through a premier networking event that brings together community and business leaders.

5K/10K Benefit Walk/Run

Join the community to take meaningful steps toward justice while raising critical funds for innocent Tennesseans seeking freedom.



PACKAGE 5 – (RE-ENTRY & EXONEREE SUPPORT)

Justice Restorer

Investment: \$75,000

Empower an exoneree to rebuild their life with dignity, stability, and long-term opportunity after wrongful incarceration.

Why it matters:

Freedom is only the beginning. After years of wrongful incarceration, exonerees need critical support to rebuild their lives, reunite with family, and achieve lasting independence.

With targeted funding, we can:

- Provide comprehensive re-entry support, including housing, transportation, and essential needs.
- Connect exonerees with employment, education, healthcare, and mental health resources.
- Help one exoneree rebuild a stable, independent future with dignity and hope.

Ideal for:

Organizations and funders seeking a direct, measurable investment that transforms the life of a single exoneree through personalized, long-term support.



Your sponsorship provides wraparound support, including:

Safe, stable housing

in all TIP events and programs

Employment assistance

and job placement support

Family reunification

and relationship rebuilding

Vocational school or continuing education

to create long-term economic security

Healthcare access

including physical and mental health services

Transportation support

for work, school, and essential appointments

Administrative and legal assistance

(IDs, benefits, records, documentation)

Case management and ongoing advocacy

to ensure sustained stability



PACKAGE 5 – (RE-ENTRY & EXONEREE SUPPORT)

Justice Restorer

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- Connect exonerees with employment, education, healthcare, and mental health resources.
- Help one exoneree rebuild a stable, independent future with dignity and hope.

Ideal for:

Organizations and funders seeking a direct, measurable investment that transforms the life of a single exoneree through personalized, long-term support.

Deliverables

Employee Engagement and Attendance

in all TIP events and programs.

Branding Opportunities

logo, boiler plate and other branding opportunities on digital properties, registration page, signage and promotional materials.

Your Company Promo Video

featured on our YouTube channel.

A Moderated TIP Talk

A webinar with Jason Gichner, Executive Director of TIP.

Special Invitation

to the Donor Appreciation Experience.

Twenty (20) Tickets

to the Journey To Justice Gala (2 Tables)

Four Custom, Collaborative Blog Entries

featuring your organization’s values and impact.

Access to all photos and videos captured from each event.

Lead Sponsorship Recognition

across all listed events and programs for a full calendar year.

Logo Placement

On Event signage and step-and-repeat backdrops. Digital invitations, event webpages, and registration platforms. Select printed materials (programs, signage, menus, or place cards where applicable).

Verbal Recognition

at all sponsored events (stage or host acknowledgment).

Custom Sponsor Call-Out

in TIP’s email newsletters and social media promotion tied to events.

Year-Round Visibility

through inclusion in a branded event calendar graphic shared with stakeholders.

VIP Access & Engagement

Reserved seating or priority access at

the Journey To Justice Gala. Invitations for sponsor guests to The Justice Table, Evening for Innocence, and Grit & Grace High Tea.

Mission Alignment Opportunity

Option to co-host or provide a brief welcome at one event.

Opportunity to align messaging with justice reform, storytelling, or community impact themes.

Marketing Bells and Whistles

Branding and logo inclusion on the program, website, registration page, program presentation deck, social media, newsletter, signage and more.

Employee Engagement

and job placement support.

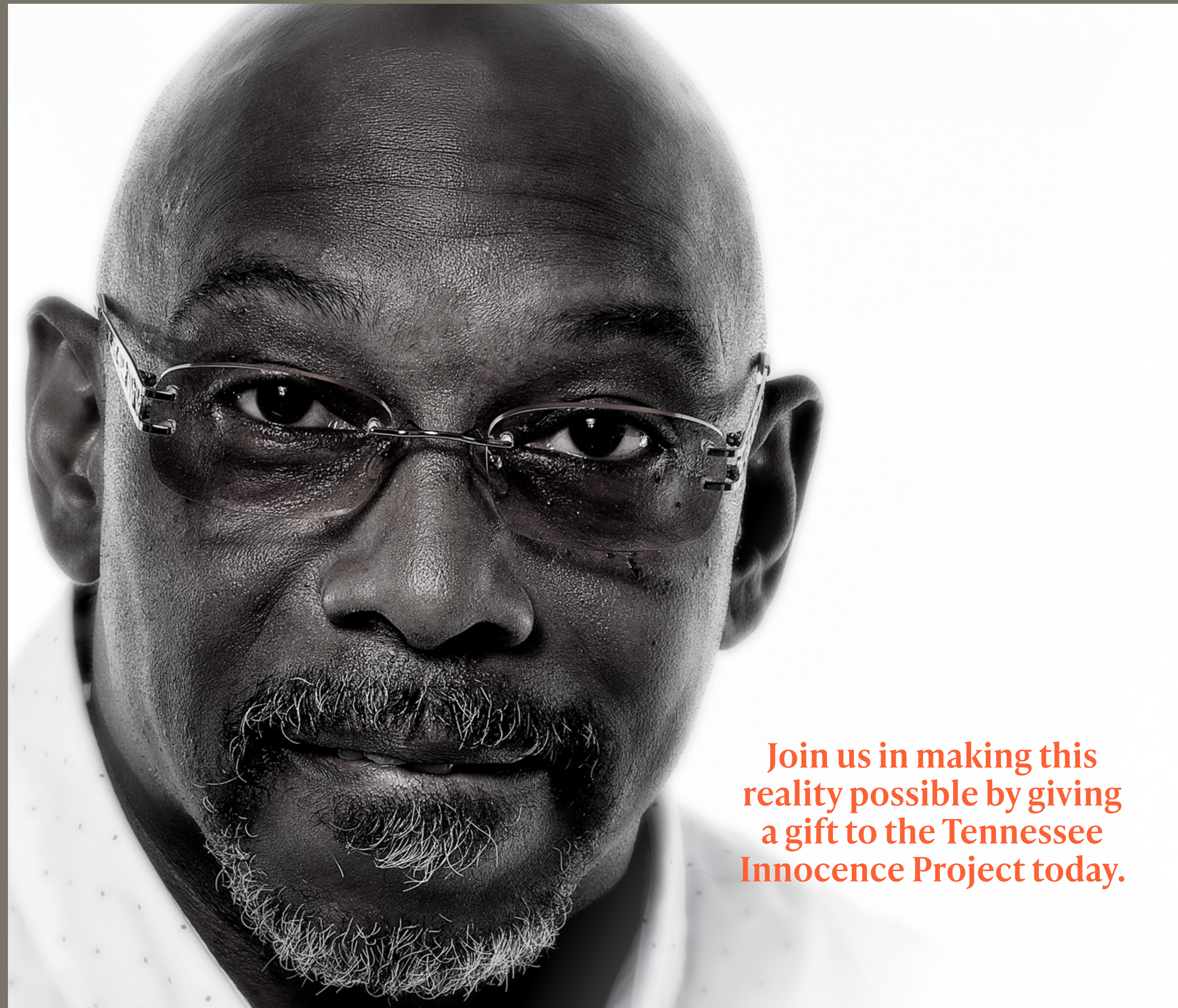
Inclusion in our Sizzle Reel

Exhibitor table or booth

to engage attendees and showcase your product or service.

Inclusion in the event press releases, as applicable





**Join us in making this
reality possible by giving
a gift to the Tennessee
Innocence Project today.**

Impact

Donate to the Tennessee Innocence Project

With continued support from partners like you, the Tennessee Innocence Project can expand free legal services to more wrongfully convicted Tennesseans, provide comprehensive re-entry wraparound support that helps exonerees rebuild their lives, and strengthen client advocacy every step of the journey. Your investment also advances educational activations and continued learning opportunities, while supporting policy and legislative reforms that prevent wrongful convictions and create a more just Tennessee.



Brand Alignment & Corporate Responsibility

Partnering with TIP demonstrates your organization's commitment to:

- Justice and equity
- Ethical leadership
- Community impact
- Human dignity



**Your support signals that your brand
stands for accountability, compassion,
and meaningful reform.**

At a Glance: Sponsorship Options

Package Name	Investment	Focus	Best For
Community Justice Partner	\$5,000	Community membership & engagement	Mission-aligned supporters seeking meaningful connection, access, and participation
Justice Builder	\$10,000	Organization support, and organization scalability	Flexible, high-impact giving
Justice Amplifier	\$25,000	Digital & content marketing	Brand visibility, storytelling and community engagement
Justice Catalyst	\$50,000	Events & programs	Employee engagement, volunteerism, and brand awareness
Justice Restorer	\$75,000	Exoneree re-entry wraparound services & life rebuilding	Direct, human-centered impact with measurable outcomes

Let's Build Justice

We would be honored to partner with you to free the innocent, reform the system, and restore lives.

Adriana Gascoigne
Director of Development

Email: adriana@tninnocence.org
Phone: (303) 931-8056

Together.

